Technology Training into TL&D Curriculum

- Available now to all field Operations Staff in Partnering for Results (PFR) and Basic Shift Management (BSM) Store Day.
- The Partnering for Results (PFR) class is scheduled Monday-Thursday. A mandatory Technology Training class called Building the Business through Technology (BBT) is on Friday for all US Operations staff who attend PFR.
- In our restaurants technology & operations are inseparable; for the consultants to consult or assess operations they must understand the technology supporting operations. The BBT portion of PFR is designed to level the playing field among Business Consultants; this will get them to a common level of technology knowledge.
- Basic Shift Management BSM is focused on how to properly manage restaurant systems to build profits, through people and QSC & V, while ensuring safety, security and sanitation practices are followed.
- BSM Store Day touches our managers in their first class creating familiarity with technology – no longer is "arms length away" acceptable

Warnings & Consequences:

- Skipping the BBT or BSM Store Day can lead to a knowledge gap or deficiency on technology that is now crucial to our business
- Skipping the refresh of knowledge for veteran consultants can cause the consultant to help the restaurant address symptoms of issues rather than root cause problems.

OTP - Organization Technology Person

- Grows the system's technology "IQ" by establishing a point-person in Owner/Operator and McOpCo organizations to assist with technology communications, installations, training, and troubleshooting.
- Provides three levels of restaurant technology training and certification – from basic technology tasks to more advanced troubleshooting.
- The program will provide detailed job descriptions at each level, including recommended accountabilities, experience needs, and competency requirements.

McD Connection

- Delivers the latest eLearning, NABIT, and company communications via the internet
- Ensures that our restaurants have the most up-to-date training materials and communications
  - ▭ Shortens the cycle for deploying new eLearning modules from 8+ months to 1 week
- Simplifies the Restaurant Manager's job
  - ▭ Automatic content downloads eliminate the need for CDs
  - ▭ Organizes content and automatically deletes old or outdated material
  - ▭ Eliminates CDs and time-consuming maintenance and troubleshooting of the eLearning box
- Protect your business & McDonald's brand
  - ▭ "Locks Down" computer to ensure a clean, virus-free environment
  - ▭ Restricts access to unauthorized web-sites
  - ▭ Prevents fines that can be associated with illegal music and pirated software

Warnings & Consequences:

- By leaving eLearning computers open to loading any software, we risk brand exposure and excessive fines for having illegal music and software that is unacceptable to our zero tolerance policies.

Actions:

- **Order** McDonald's Connection for all McOpCo restaurants.
- **Train** regional staff on this new tool.

Contacts

Cabinet Monitor	Patty Andrews	(630) 623-4731
Color & Sequencing	Mike Van Nus	(630) 623-5811
Customer Order Center	Rick Rigley	(630) 623-7937
	Cindy VanAllen	(630) 623-2911
McDonald's Connection	John Pasquarella	(630) 623-5453
	Yvonne Woolley	(630) 623-6286
Menu Item Cleanup	Mike Van Nus	(630) 623-5811
NewISP	Bridget Weber	(630) 623-2594
NewPOS	Deedee Bird	(630) 623-8279
	Kathy Smith	(630) 623-6307
OTP	Al Matos	(630) 623-4283
RFM	Mike Van Nus	(630) 623-5811
SMART	Mike Van Nus	(630) 623-5811
Store System 2.7	Al Matos	(630) 623-4283
Technology Training	Susan Blanchard	(630) 623-2955

'07-'08 Tech Talking Points

Cashless Security

The Payment Card Industry has defined tighter standards to protect customer card data. We will continue to incorporate these standards into our approved technology.

NewISP

- The NewISP provides improved performance and increased flexibility.
- Runs on all Daktech models
- This sophisticated system continues to manage labor, inventory, and food & profit analysis.
- The ISP navigation is still the same, and the Windows tools are easier to access.
  - ☐ R2D2 Prep Charts
  - ☐ ISP Help Text
  - ☐ Trouble Shooting Guide
- Protects your business & McDonald's brand
  - ☐ "Locks Down" the computer to ensure a clean, virus-free environment
  - ☐ Restricts access to inappropriate web-sites
  - ☐ Prevents fines that can be associated with illegal music and pirated software
- The Unix ISP will run out of inventory in Q307 and will be replaced with this new Windows version.
- We are running out of WRIN numbers, and the U.S. must move to the global 8-digit WRIN standard by 2009.
- We will only develop ISP enhancements for this new platform.
- Future releases will include 8-digit WRIN, replacement for the Telxon inventory recorder, Bill Ledger for Owner/Operator restaurants, 5-years of payroll data to meet legal requirements, QCR enhancements, and Labor Scheduling enhancements.
- New inventory recorder:
  - ☐ Replaces the failing Telxon hardware and provides barcode reading capabilities.
  - ☐ Improves inventory taking speed and accuracy, resulting in more accurate QCRs.

Warnings & Consequences:

- The swap pool is critically low and motherboards are not being produced for the current model. We are now forced to move into an environment that can be updated and monitored to provide consistent performance.

Actions:

- **Replace** broken & out-of-warranty ISPs with the new ISP beginning in October
- **Train** regional staff on this new tool (The navigation takes some getting used to).

NewPOS

- NewPOS is available **now** to:
  - ☐ **Traditional** new stores/rebuilds/relos
  - ☐ MAPS conversions
  - ☐ Stores with side-by-side drive-thrus **if they purchase a new POS system**
  - ☐ New POS systems for stores experiencing chronic hardware failures **if they agree to upgrade to SS 6.2 by 2008 WWC**

  Will be available to the system Spring 2008
- Runs on the following POS models:
  - ☐ Panasonic JS170 and JS930
  - ☐ PAR XP, XP2, and Vigo
- Regions need to be "certified" before any NewPOS installations take place.
- Improves Front Counter and Drive Thru order accuracy through use of easy-to-learn Graphical Keys
- Speeds up order taking by use of "Size Keys" and fewer "Pop Ups" (22 Pop Ups in NewPOS 53 in PcPOS)
- "Video Capture Recall" enables restaurants to realize the speed of dual Drive Thru's
- Displays all orders from Left to Right in the Drive Thru
- Enables "Danger Zone Management" through use of times and colors
- We will only develop POS enhancements for this new platform
- POS "Close / Open" only takes about 5 minutes
- Simplifies KPA Management for Managers and reduces the amount of time spent on this function.

Warnings & Consequences:

- Skipping the education on Operations Standards will cause the NewPOS system to be misused
- Lack of education on the Core Menu process may cause some menu items to not appear because the KPA is centralized.

Actions:

- **Train** all regional staff and then Owner/Operator Organizations on the new Operations enhancements.
- **Prepare** for discussions centered on the migration of old hardware one component at a time up to new systems.
- **Establish** a regional Core Menu person that will be trained on the use of our menu tool, Restaurant File Maintenance (RFM).
- **Certify** a technology representative from each Owner/Operator organization
- **Develop** a regional deployment schedule that enables the conversion from the Store System 2.X platform

Connectivity

- The Wayport solution provides the restaurant with a common, reliable, secure connectivity platform, upon which future applications are built.
- Restaurants should migrate to Wayport to position themselves for the future.
- **Install dial back-up services on a dedicated phone line to improve network reliability.**

Wi-Fi

- With over 8,500 Wi-Fi locations, we are the leading Wi-Fi brand in terms of number of locations in the country. Our restaurants represent over 15% of all publicly available hot spots in the US.
- We have launched a Wi-Fi awareness campaign, which includes distributing revised "Wi-Fi Here" POP kits to all Wayport restaurants in March; raising crew and manager awareness through Crew and Manager News articles; and developing a new "splash" page with expanded digital content and a new look and feel for customers using Wi-Fi.
- Our Wi-Fi model, with partners such as AT&T, iPass, and Nintendo, allows us to reach millions of potential customers, and deliver connectivity to restaurants at a substantially reduced cost from what it would be without those partners.
- The **vast** majority (around 75%) of public Wi-Fi hot spots are not free.

Warnings & Consequences:

- For cashless security purposes, Operators should not offer 'free Wi-Fi' by connecting an unapproved access point to a broadband connection.

Actions:

- Migrate stores to the Wayport solution with automatic dial backup capabilities.
- Ensure dial backup services are on a dedicated phone line.

Wi-Fi Here

RFM

Web-based tool which enables KPAs to be managed from a national, regional, coop, and in the future, operator and restaurant level

- Simplifies Restaurant Manager's activities related to KPA management
- Restaurant Manager Activates Menu Items
- Restaurant Manager assigns prices
- Restaurant Manager can assign LSM keys (future)
- Provides ability to manage KPAs from central locations
- National Menu Item keys managed at a national level
- Regional/Co-Op Menu Item keys managed at a regional level
- LSM keys managed at a store or operator organization level
- LSM key management will not be available until 2008.

Color and Sequencing

- **Colors** on the Drive Thru monitor signify specific food items. They ensure that no condiments are missed, and similar products are easily recognized.
- **Sequencing** displays menu items in the order they should be assembled (i.e. boxed sandwiches get put in the bag first.) Items from the same area of the restaurant are also grouped together, making it easier to remember the order and save steps. Places condiments on the top to improve accuracy.
- Was deployed in **April 2007** to restaurants running Store Systems software (both PcPOS & NewPOS).

Warnings & Consequences:

- Skipping the Menu Item Clean Up can lead to a **wrong colors or sequencing**, thus causing accuracy problems
- Skipping the education on **Core Menu Standards** will cause products to be implemented wrong
- **Modifications** to National KPA and Menu Items can be **implemented cautiously** after communications with the Operations Resource Center or the National Menu Item Product - Consulting Service Team

Actions:

- Make sure restaurants are using all **standard menu numbers** in the ISP.

Menu Item Clean-up

- Menu Item Clean-Up Utility ran and has removed over 4.5 Million unused Menu Items
- The Menu Items that are removed have not been used in over 72 Days
- Owner/Operators will still have to ensure that they are using the correct menu item numbers by contacting their ILS Coordinator

Cabinet Monitor

- Leverages the current R2D2 Prep Chart figures and displays them on a monitor in the kitchen
- Is not meant to be used as a predictor
- We are testing the concept to see how this automation can work

Customer Order Center (COC)

- The Customer Order Center (COC) is a remote drive-thru order-taking concept being offered within the McDonald's USA system. There are currently 2 offerings in progress.
  - ☐ The first is with Verety, LLC using McDonald's Store Systems 4.1 platform (NewPOS).
  - ☐ The second is with Bronco Communications, which was developed by an Owner/Operator and Bronco using the McDonald's Store Systems 2.7 platform and proprietary hardware and software.

  Both solutions have been tested and are available for broader use. Verety remains our strategic provider.
- Restaurants with labor challenges may benefit from implementing COC.

Warnings & Consequences:

- Ensure that the COC solution aligns with your service goals.
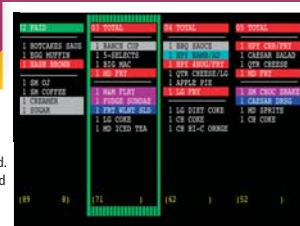
Store System 2.7

- Improves Drive Thru Order accuracy through use of the "Runner Bump Bar"
- Can reduce cashless costs through "Debit Interchange Management"
- Protects against "Double Swipe" theft
- Schedules labor by transaction and sandwich counts

Warnings & Consequences:

- Skipping the training on Labor Scheduling can lead to a misunderstanding of how much labor is scheduled
- Modifications to the VLH guide should be changed cautiously to enable the correct staffing levels
- Uncertified installers may damage your POS system
- Restaurants that do not upgrade on the scheduled date takes away capacity and causes backlogs in hardware / software delivery

SMART (Store Menu Item and Recipe Tool)

- Will replace the current Pathway system.
- Will standardize how we are counting inventory across the U.S. Many **units of measure will change**, however those **most significantly** impacted will be:
  - ☐ Fries
  - ☐ Shredded lettuce
  - ☐ Ketchup
  - ☐ Sundae mix
- These changes will **make counting inventory easier**, however it does make the **yields look different** even though they are mathematically the same.
- Is the first step toward improving restaurant inventory information, and **provides the foundation for 8-digit WRIN** and the next generation ordering system, Restaurant Order Proposal.
- Will keep the ISP menu list "clean" by sending only valid menu items to the restaurant.
- The **accuracy** of the raw item and recipe information **will improve** restaurant inventory processes and reporting.

Warnings & Consequences:

- Failure to update the EVM menu item numbers that are used for drink-check logic will result in managers having to override all EVM orders.