



CASE STUDY

McDonald's UAE

etisalat by e&'s turnkey bundled offering of SD-WAN solution, broadband connectivity and intelligent retail WAN contributed to McDonald's UAE's digital vision along with ensuring elevated sales through uninterrupted online availability.



Customer Background

McDonald's UAE is a quick service restaurant chain that is extremely popular and has a prominent presence in the UAE for over 2 decades with 190 plus outlets. The brand has become a household name internationally and strives to offer safe and culture-friendly meals.

The chain of restaurants is committed to serving quality products at each restaurant and maintaining an active social responsibility agenda. McDonald's UAE has formed a strong bond with the community due to its people-centric approach. The company takes pride in providing patrons with a simple, easy and fun way to enjoy the food they love while further embedding it within the social fabric of the country.

Challenges and Requirements



Onboarding advanced cloud-based solutions supporting long-term digital transformation goals



Aligning with the universally mandated brand technology standards



Optimising costs by moving to an OpEx model



Higher bandwidth supporting business critical applications



Ensuring business continuity through a robust back up link



Unifying network and having guest Wi-Fi part of the same network



Partnering with a single managed services provider



■ Challenges and Requirements

The primary challenge for a restaurant is to balance providing the best customer experience and deploying user-friendly solutions that help in boosting sales. McDonald's UAE wanted to ensure uniformity in terms of operations, service and technology used. The quick service restaurant chain has a set guideline and a standardised technology framework that is a mandatory norm to be followed by restaurants across the world.

The extremely competitive retail food scenario gives customers a wide array of dining and delivery options to choose from, posing additional pressure on brands to enhance the overall customer interaction online as well as offline. As most restaurants have an online presence and a major revenue is derived from the online channel, it was a priority for McDonald's UAE to onboard a managed solution provider that would help them minimise downtime of their online sites and ensure business continuity as well as a seamless user experience.

McDonald's UAE wanted to maintain its highly acclaimed service and quality of food and at the same time match the fast-paced digital era with new applications for their workforce as well as customers. Moving from existing IT solutions to advanced cloud-based solutions that support their long-term technology plans were also in the pipeline for the brand. The restaurant chain was keen to partner with a single managed service provider who could deliver solutions with utmost flexibility based on McDonald's global standards across all their sites in the UAE.



■ Solution

- Managed Wi-Fi & Networking
- Managed redundant connectivity

McDonald's UAE had plans to revamp its IT infrastructure by migrating its workloads to the public cloud while implementing the best global ICT practices. Etisalat by e& shares a long-term business relationship with this leading chain of restaurants and has proven expertise in modernising the IT network infrastructure, which the brand was determined to achieve.

Etisalat by e& created a resilient network design in line with the global standards of McDonald's, using a managed SD-WAN solution that assures seamless connectivity for all business-critical applications. With an underlay of asymmetric broadband and 4G connectivity, all sites will have a

redundant connection. In case of broadband connectivity failure, the reliable 4G connectivity backup will be available at all sites to ensure business continuity.

The proposed managed SD-WAN solution delivers an elevated customer experience along with reduced downtime. Apart from the full-fledged WAN deployment, etisalat by e& also powered customer sites with Guest Wi-Fi that provides a round-the-clock connection to all restaurant visitors. To accomplish the requirement of network unification, etisalat by e& incorporated a seamless network for McDonald's UAE that also encompasses Guest Wi-Fi on the same network.



■ Solution

1. **Connectivity:** Dual connectivity for full resiliency with broadband connectivity and 4G backup for all sites
2. **Quick deployment:** Routers to terminate the WAN link at the customer premises. Zero-touch provisioning with a pre-configured router terminating the WAN links shortens the deployment cycle for each location
3. **Managed service:** Monitoring, in-band management, troubleshooting, remote and onsite support, and change management via a Customer Network Operations Centre (CNO) dedicated for managed services customers. The NOC is staffed by a team of highly skilled ICT professionals using proven network management tools to monitor and troubleshoot incidents on a 24/7/365
4. **Project management:** The project is governed by etisalat by e&'s PMO team which ensures smooth migration from the existing solution to the new deployment and reduces downtime

Benefits



Cost and technology transformation:

With a small incremental value, McDonald's UAE received the latest technology, a more reliable solution and exceptional managed services with 24/7 support. The transition from CapEx to OpEx model helps in achieving a better return on investment for McDonald's UAE. The migration to cloud-based solution supports business-critical applications and future updates



Aligning with global brand guidelines:

The deployment at all sites is in line with the global practices of McDonald's. The equipment, switches, access points, routers, etc. are from the preferred choice of brand used at all restaurants globally. Etisalat by e& successfully met the benchmark set by McDonald's UAE and fulfilled the criteria required for uniform operations



Business continuity:

Etisalat by e&'s backup link ensures less failures, resulting in minimum downtime and reliable business continuity. This also helps the leading quick service restaurant chain to serve their customers with minimum delays



Single managed service provider

A single end-to-end managed service provider offers ease of deployment and streamlines management of the solution. Having a single point of contact eliminates complexity and ensures high-quality service levels. Etisalat by e& offers round-the-clock support and maintenance resulting in efficient performance and quick fault detection

