



*“Achieving enduring profitable growth by expanding the brand and leveraging the strengths of the McDonald's system through innovation and technology” is part of McDonald's strategic vision. Virtual Bridges products have been a proud part of their innovation and technology for the last 15 years.*

## Case Study: McDonald's

### SOLUTION OVERVIEW

McDonald's is the largest and best-known global foodservice retailer with more than 30,000 restaurants in 121 countries. McDonald's vision is to be the world's best quick service restaurant experience. Their vision is achieved by the two key strategies, which include, “Achieve enduring profitable growth by expanding the brand and leveraging the strengths of the McDonald's system through innovation and technology.” Virtual Bridges is proud to be part of their innovation and technology for the last decade.

### Challenge

McDonald's POS (Point of Sale) application runs on SCO Unix. McDonald's employees need access to Windows business productivity applications. Lacking onsite IT staff, these systems need to be low maintenance, high availability and remotely accessible.

### Solution

HP's Intel servers serve both the McDonald's POS applications and Windows™ applications with Virtual Bridges' MERGE server (our predecessor to Virtual Bridges VERDE Cloud Branch™).

### Benefits

McDonald's realizes cost savings by consolidating both applications on one piece of hardware over 30,000 stores. Servers can be accessed and maintained remotely providing significant savings on the even more expensive support costs associated with IT support.

McDonald's serves over 47 million customers worldwide every day and had annual revenue in 2009 of \$22.7B. McDonalds' success has been attributed to being able to produce consistent products at exceptional efficiencies. Contributing to their efficiency has been the influence of Virtual Bridges product serving as the in-store processor. This robust application server melds with their existing UNIX POS technology to deliver a hybrid IT solution that offers the best of both the UNIX and the Microsoft world.



## VERDE Branch

### The Challenge: Cost-effectively delivering Windows and Unix applications

McDonald's branch infrastructure challenges are common among businesses that have distributed locations. IT support staff is located in regional offices and its time prohibitive to send a staff member to the local branch when a problem occurs. Taking advantage of the stability of Virtual Bridges technology combined with the ability to remotely administer systems via Unix has made McDonald's exceptionally successful in their IT strategies.

### Implementing Virtual Bridges Merge Server (The predecessor of VERDE Branch)

McDonald's hosts their POS application on Intel servers running UNIX and Virtual Bridges Merge Server. McDonald's personnel can then use all their critical business productivity applications like Microsoft Office and training tools from one central computer. Upgrades and maintenance can be facilitated remotely from a central support office. This model evolved into what is known today as Virtual Bridges VERDE Cloud Branch.

### IT Cost Savings

Using VERDE reduces the number of servers needed by McDonald's by one-half. Cost savings in hardware costs alone total tens of millions of dollars. Compound the hardware savings with the additional productivity served by a high availability server, and the ability to remotely administer those servers, and it's evident why McDonald's has chosen the Virtual Bridges solution.

#### Virtual Bridges, Inc.

6300 Bridge Point Parkway

Building 1, Suite 350

Austin, TX 78730

phone: 512-343-1100

fax: 512-343-1101

[www.vbridges.com](http://www.vbridges.com)

### Future Plans

The success with Virtual Bridges products within McDonald's has been such that Virtual Bridges introduced a completely automated version of this replication brand infrastructure, Cloud Branch, delivering even greater value to highly-scalable retail organizations worldwide.

Virtual Bridges is proud to be a partner with McDonald's as they continue what can best be described as the pinnacle of restaurant success.