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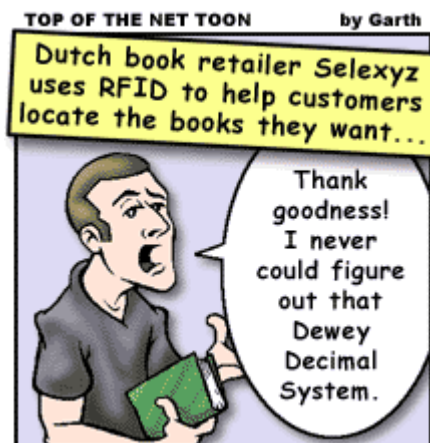


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Welcome Sandeep Walia

[McDonald's Serves Merchandise Management Convenience](#) 04/24/06

Above all else, fast food giant [McDonald's](#) is known for fast, convenient service. At all of the retailer's 1,390 Canadian locations, however, this service capability extends beyond burgers and fries.

McDonald's employs the [Ignify](#) eCommerce platform to power an innovative merchandise-on-demand Web service at its Canadian restaurants. Thus franchise owners obtain a high degree of independence and individuality by providing prompt self-service ordering and message customization for point of purchase merchandising, hardware and training materials. In addition, marketing news and information, along with campaign directives and interactive floor-plans, ensure restaurants are well informed,



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merchandised correctly and in-line with campaign objectives.

Furthermore, by tying Ignify eCommerce functionality into [Jessam Communications](#) retail and merchandising solutions, McDonald's will provide Canadian stores full capability to create and preview store signage and point of purchase displays, order specialized merchandise, and expedite shipping, all by utilizing a simple Web interface.

In the next phase of its Canadian merchandise management program, McDonald's will have Jessam Communications implement [Microsoft](#) Dynamics GP to automate back office operations and integrate with the Ignify eCommerce platform, along with connecting shipping systems, EDI, and custom Web portals offering call center, project management and financial reporting. VAR partner [RimRock Corporation](#) will assist with the implementation.

For any franchise retailer, ensuring that non-corporate stores maintain proper merchandising and branding is a major concern. When that franchise retailer has as many

locations spread across the globe as McDonald's, the concern grows exponentially. McDonald's has instituted a savvy technology-based solution to its merchandising issues in Canada, and there is no reason to think the retailer won't expand this solution to other parts of the world.

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