



CASE STUDY

McDonald's McWeb Intranet

BACKGROUND

McDonald's, the largest chain of hamburger fast food restaurants on the planet, needed to update its McWeb intranet site for the Canada region, relied upon by the thousands of employees who access it every day. A major migration was needed, while integrating unmatched systems, to a centralized portal. A successful rollout would be available for 80,000 McDonald's employees. 6D Global was engaged to help solve the challenge, and responded by providing an on-site business analyst to oversee a total overhaul.

CHALLENGE

In 2012, McDonald's Inc. was faced with migrating several global intranet entities from Adobe CQ4 to CQ5. Beyond the technical challenges present, there were compatibility issues, since each entity had its own unique internal customers to consider when redesigning the sites, both graphically and strategically. 6D Global got to work and provided an on-site Business Analyst to facilitate the overhaul to McDonald's Canada intranet, McWeb.



PROJECT

The world's largest fast food chain successfully migrates an intranet used by 80,000 employees with the implementation strategy provided by 6D Global.

SERVICES

ADOBE CQ4 > CQ5
MIGRATION



Making Digital More Human™

6Dglobal.com | labs.6Dglobal.com | info@6Dglobal.com



The realization to modernize resulted from McDonald's Canada struggling to meet the ever changing and expanding needs of an internal customer base with the outdated technology powering their intranet. All McDonald's Canada employees—restaurant crew members, franchise owners, and even corporate leaders—utilized the McWeb intranet to stay in touch with the company news, initiatives and vital documentation.

SOLUTION

6D Global began by kicking off a gap analysis of the existing site, mapping a strong business plan for the new site and determining a set of functionality and project guidelines.

The existing site was examined for strengths, weaknesses and missing components. The resulting gap analysis showed the successes and opportunities for the current site, as well as recommendations for avoiding the shortcomings in strategy when crafting the new McWeb.

Next came the business planning of the new McWeb, which combined the insight gained from the gap analysis with the goals. The resulting plan for the new McWeb was embraced by McDonald's Canada, and the team proceeded by laying out functional requirements and project guidelines.

The 6D Global business analyst consolidated the business objectives, which resulted in detailed and unambiguous functional requirements from which the development resources built the site. Each bit of functionality was thoughtfully crafted and approved at every step by the McWeb leadership team.

RESULTS

In October of 2012, McWeb launched to an audience of over 80,000 employees.

McDonald's immediately applauded the improvements in functionality, available resources and design. After 6D Global completed its portion of the project, a recommended system of cataloguing and prioritizing fixes and enhancement requests was put in place. This empowered the in-house development team with the ability to adapt to changing requirements in the post-implementation phase of the new McWeb.

Connecting tens of thousands of employees is a challenge, but especially so if an outdated intranet is being relied upon. Working carefully with McDonald's leadership, 6D Global delivered an improved intranet and a more efficient way for employees, crew members and leadership to stay informed and stay connected.