

# Panasonic



## TOUGHBOOK

Showing commitment to the continued growth and development of its quick service restaurant chain in the UK, McDonald's restaurants has deployed the latest technology for use in its main outlets, including 500 ToughBook CF-27 notebooks.

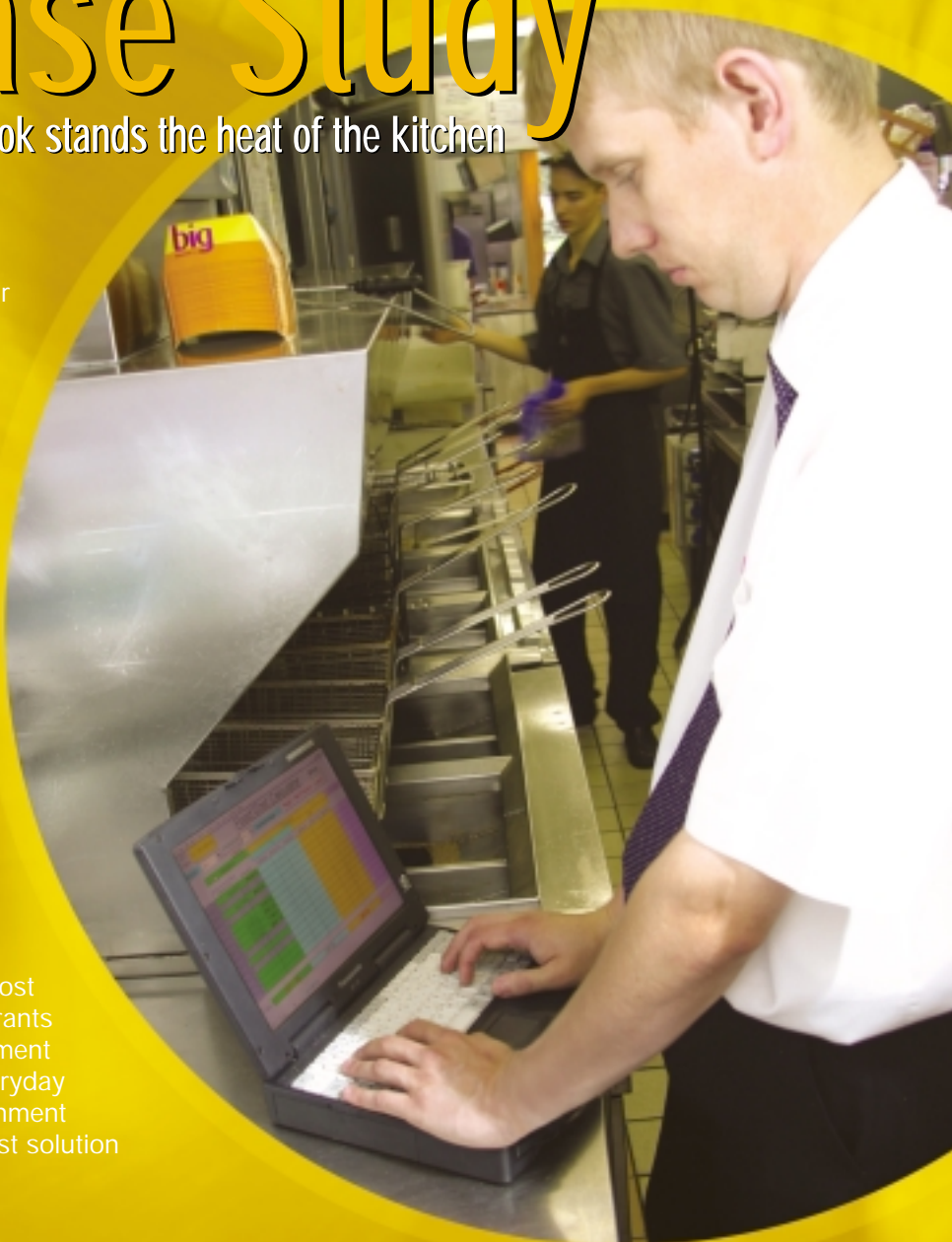
# Case Study

ToughBook stands the heat of the kitchen

Since opening its first restaurant in the UK in 1974, McDonald's has become a familiar sight in locations throughout the country. Attracted by fast service, high quality products and value for money, more than 2.5 million people in Britain now choose to purchase food from McDonald's restaurants every day.

To handle the increasing workload of their primary desktop PCs, the company has been introducing secondary PCs into many of their restaurants. These are used for a number of different tasks from typical Windows based applications and email, to crew and management scheduling.

As the aim of the new acquisition was to encourage restaurant managers to use their computer system in and around the restaurant as well as the office, it was decided that a notebook was the most suitable platform. With McDonald's restaurants presenting a typically fast-moving environment where cooking, hot food and drink are everyday hazards, it was considered a tough environment for the average PC and an especially robust solution had to be found.





### ToughBook bites back

The secondary PCs used by restaurant managers lead a nomadic life, shifting between office, kitchen and deep freeze area. They are stored in an on-site safe from which they would be physically moved. Clearly any non-ruggedised solution would be susceptible to damage.

*"ToughBook proved itself to be particularly well-suited to our environment. Eventually it was selected for its robust qualities and the fact that it can withstand frequent liquid spills."* Helen Humphrey, McDonald's Head of Operations Technology



Once ToughBook was chosen for the job, McDonald's decided on the CF-27 in preference to the CF-M34 model as its larger screen and keyboard made their own software application easier to use.

### Roll-out reinforces a long-term relationship

The roll-out of ToughBooks began in October 2000 for 400 directly-owned restaurants in the UK. Currently, McDonald's has 1230 restaurants with new outlets opening on a frequent basis. Over 700 UK restaurants now have a secondary PC of which 500 are using the ToughBook CF-27.



The historic relationship between Panasonic UK and McDonald's, that originated through the EPOS product department, remains very strong. McDonald's has been consistently impressed with Panasonic's high quality products and as the

ToughBook notebooks have shown a zero failure rate so far, confidence in Panasonic technology has been justified yet again.

### You can't make a Big Mac out of a big Book

It seems that ToughBook can even withstand a severe grilling without burning out.

*"When a fire occurred at one of our restaurants, most objects inside the building melted. But apart from slight cosmetic damage to the outer casing, the ToughBook 27 survived to fight another day!"* Daniel Walker, McDonald's Operations Support Manager



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