



PUBLIC

Emirates Fast Food Company: Building a Digital Enterprise to Satisfy Customer Hunger for More

Emirates Fast Food Company LLC owns and operates McDonald's restaurants in the United Arab Emirates (UAE). To deliver the consistent dining experience that customers have come to expect from McDonald's at a growing number of restaurants across the region, Emirates Fast Food Company totally transformed its business operations. With integrated, automated, digital workflows for finance, procurement, inventory management, and human resources processes, Emirates Fast Food Company can **serve up a satisfying experience for customers and employees** as it continues to expand.



Digitalizing Operations and Experiences with SAP® Cloud Solutions



Before: Challenges and Opportunities

- Modernize business operations; become a digital-first, data-driven company
- Support the continued expansion of the business, with eight to 10 new outlets opened each year
- Ensure a consistent customer and employee experience across 185 restaurants and counting

Why SAP and SEIDOR MENA

- Integrated portfolio of SAP® cloud solutions to enable an intelligent enterprise encompassing finance, procurement, inventory management, and human resources
- Expert support and guidance from the Customer Success Office and the SAP Preferred Success teams
- Proven implementation experience and technical expertise from SAP partner SEIDOR MENA

After: Value-Driven Results

- Accelerated workflows and increased efficiency by consolidating disparate on-premise systems and digitalizing manual, paper-based processes
- Reduced ownership and maintenance costs by connecting all business processes in the cloud
- Established a single source of truth for employee data, and ensured consistency between payroll and finance systems with an integrated human resources and payroll system for the entire workforce
- Enabled 24x7 mobile access to everything from financial key performance indicators to HR services
- Increased transparency with real-time visibility of business performance
- Enabled smarter, data-driven strategic decision-making by empowering business users with advanced reporting and data analytics tools

“McDonald’s UAE’s digital transformation with SAP is giving all our staff **real-time access to line-of-business data to transform customer experiences** – from optimized layouts, to personalized menus, and fast deliveries.”

Walid Fakh, General Manager, Emirates Fast Food Company LLC

33%

Faster month-end closing processes, down 2 days

40x

Faster to complete key HR processes

Instant

Access to balance statements, compared to 4 hours in the past

Featured Partner



Emirates Fast Food Company LLC
Sharjah, United Arab Emirates
www.mcdonaldsarabia.com

Industry
Retail

Products and Services
Restaurants, food services

Employees
5,000

Featured Solutions and Services
SAP S/4HANA® Cloud, SAP SuccessFactors® solutions, SAP Analytics Cloud, and SAP Preferred Success

THE BEST RUN

Serving Some of the Nation's **Favorite Food**

Fast food giant McDonald's opened its first restaurant in the United Arab Emirates (UAE) in 1994. Locally owned and operated by Emirates Fast Food Company LLC, McDonald's has become one of the most popular quick service restaurants in the country, with 185 stores and counting.

Rafic Fakhri, managing director of Emirates Fast Food Company LLC, says, "We are currently adding between eight to 10 new outlets every year in the UAE. We want to keep the pace of the growth that way."

To **ensure a consistent dining experience as it continues to expand**, every part of the business must be efficient, responsive, and agile. Walid Fakhri, general manager at Emirates Fast Food Company LLC, confirms, "In the UAE's highly competitive and rapidly growing quick service restaurant sector, customers want orders that are fast, consistent, and tailored to their needs. To deliver this level of service, we needed to modernize our operations."

Binay Moktan, HR director at Emirates Fast Food Company LLC, says, "We have a young, diverse, and highly distributed workforce. Paper-based HR processes were inefficient, making it difficult to manage our people effectively."

To ensure strict, consistent quality controls across all its restaurants, deliver an exceptional experience both for customers and employees, increase agility, and enable data-driven decision-making, Emirates Fast Food Company looked to **standardize, integrate, and digitalize its business processes**. The separate functions and teams joined forces to deliver a successful digitalization of business processes across the company.



Building an **Intelligent Enterprise**

As the first step on its transformation journey, Emirates Fast Food Company selected SAP S/4HANA® Cloud as the new **digital core** for the company. By deploying SAP S/4HANA in the cloud, Emirates Fast Food Company eliminated the need for on-premise infrastructure, significantly reducing ownership and maintenance costs.

The company integrated all existing on-premise finance, procurement, and inventory management systems and mapped processes to SAP S/4HANA Cloud, **digitalizing and automating some previously manual workflows**. Today, SAP S/4HANA Cloud drives all core business processes. Sanjay Lal, finance director at Emirates Fast Food Company LLC, says, “We now have the tools to collaborate across teams efficiently – a huge plus.”

Integration between SAP S/4HANA Cloud and SAP® Analytics Cloud, part of SAP Business Technology Platform, offers users a real-time overview of business performance as well as advanced reporting, data modeling, and visualization capabilities.

SAP Analytics Cloud enables Emirates Fast Food Company to communicate operational data to all restaurants, including kitchen serving times and relationships with third-party operators. Everything that happens across the company is **visible via dashboards** the next working day.

The company selected SAP SuccessFactors® solutions as the foundation for a new **modern, mobile-first HR function**. With the SAP SuccessFactors Employee Central solution, Emirates Fast Food Company centralized, standardized, and optimized HR processes based on proven best practices. The company also implemented solutions for recruitment, performance management, and succession and development.

Integration between the SAP SuccessFactors Employee Central and SAP SuccessFactors Employee Central Payroll solutions ensure consistency between payroll and finance systems.



185

Restaurants across the UAE



100%

Locally owned and operated



100s

Of menu items available at each restaurant

Engaging **Expert Support**

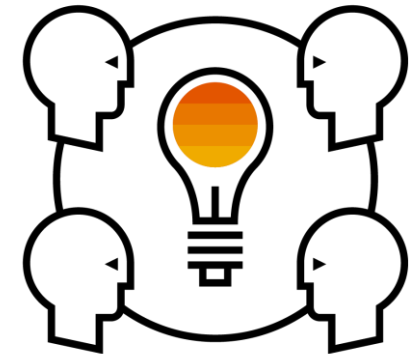
Emirates Fast Food Company engaged SAP platinum partner SEIDOR MENA, Customer Success Office, and SAP Preferred Success services to support its transition into an intelligent enterprise.

SEIDOR MENA and the SAP Preferred Success service team used the SAP Preferred Success plan to implement SAP S/4HANA Cloud and perform quality checks during key stages of the project, with success checks delivered to **optimize data migration and improve performance.**

SEIDOR MENA and the SAP team provided implementation and integration support for the SAP Analytics Cloud and SAP SuccessFactors solutions.

Prakash Rao, IT director at Emirates Fast Food Company LLC, says, “Thanks to the SAP Preferred Success plan and the engagement of the Customer Success Office, we embarked on a smooth digital transformation journey from our legacy on-premise ERP to an Intelligent ERP. The **expert guidance, advice, and support from our customer success manager** proved essential throughout the entire process.”

Emirates Fast Food Company also worked with SEIDOR MENA to develop an employee accommodation management application based on the SAP SuccessFactors Employee Central solution and integrated with SAP S/4HANA Cloud. Although not yet fully automated, the application enables managers to track available spaces at rented accommodation provided for employees, transfers between sites as well as the associated costs, from a single point of control.



Driving Digital Transformation

With SAP S/4HANA Cloud at the heart of its operations, Emirates Fast Food Company can deliver consistently high-quality customer services at all its restaurants across the UAE. With fully automated finance and sales processes, the company can use real-time data to organize suppliers, monitor supply sources, and manage inventory faster and more efficiently than before.

Using customized SAP Analytics Cloud dashboards built on SAP S/4HANA Cloud, back-office, and point-of-sale systems (POS), Emirates Fast Food Company can gather data to run and analyze daily operational KPIs in a timely manner.

Wissam Maarouf, Senior operations director at Emirates Fast Food Company LLC, says, “Thanks to the SAP solutions, we now have access to essential sales insights **anywhere, anytime, on any device**. With dashboards for tracking store KPIs, sales, and distribution, the SAP solutions help us to understand store performance and support the decision-making process.”

And with the SAP SuccessFactors solutions, Emirates Fast Food Company has a single HR and payroll system in place for all 5,000 employees. The company benefits from a single source of truth, instant access to employee data, automated approval workflows, and enhanced reporting capabilities – **increasing engagement of its young workforce**.

70%

Faster to allocate employee accommodation

24x7

Mobile access for all employees

100%

Digital recruitment



Feeding a **Growing Appetite**

With SAP technology underpinning operations, Emirates Fast Food Company has laid the foundation for the transition into a **digital, data-driven, intelligent enterprise** – ready for whatever the future brings.

Prakash Rao concludes, “One year since going live with our SAP cloud solutions, we have still probably only explored 30-40% of their capabilities. We know that they have a lot more to offer and will help us to **optimize operations even further in the years to come.**”



