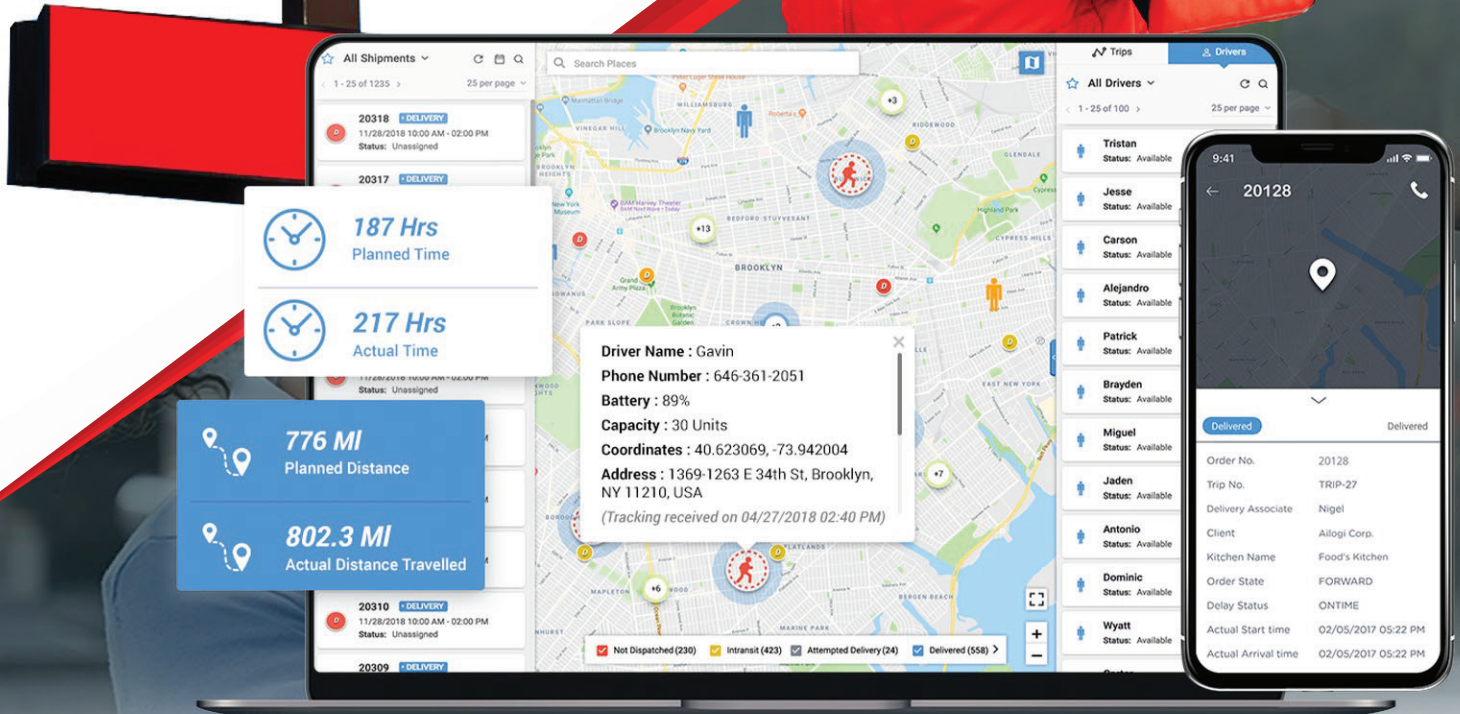


McDonald's Partners with LogiNext to roll out **Delivery Automation Globally**

187 Hrs
Planned Time

217 Hrs
Actual Time

776 MI
Planned Distance

802.3 MI
Actual Distance Travelled

Driver Name : Gavin
Phone Number : 646-361-2051
Battery : 89%
Capacity : 30 Units
Coordinates : 40.623069, -73.942004
Address : 1369-1263 E 34th St, Brooklyn, NY 11210, USA
(Tracking received on 04/27/2018 02:40 PM)

20318 DELIVERY
11/28/2018 10:00 AM - 02:00 PM
Status: Unassigned

20317 DELIVERY

20310 DELIVERY
11/28/2018 10:00 AM - 02:00 PM
Status: Unassigned

20309 DELIVERY

Not Dispatched (230) Intransit (423) Attempted Delivery (24) Delivered (558)

20128

Delivered

Order No.	20128
Trip No.	TRIP-27
Delivery Associate	Nigel
Client	Aitlogi Corp.
Kitchen Name	Food's Kitchen
Order State	FORWARD
Delay Status	ONTIME
Actual Start Time	02/05/2017 05:22 PM
Actual Arrival time	02/05/2017 05:22 PM

About McDonald's

McDonald's is the world's leading global foodservice retailer with over 39,000 locations in over 100 countries. Approximately 93% of McDonald's restaurants worldwide are owned and operated by independent local business owners. To unlock further growth, the company is accelerating technology innovation so that the tens of millions of customers who interact with McDonald's every day can enjoy a fast, easy experience that fits their needs at the moment, whether a family dinner delivered to a doorstep or late-night fries from the drive-thru.



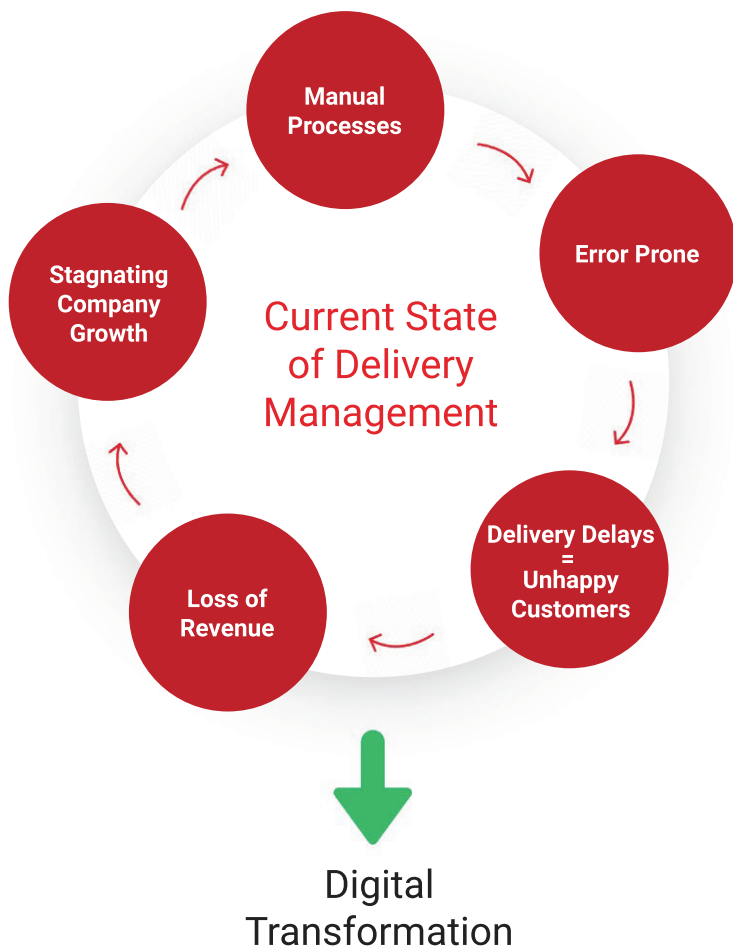
About LogiNext

LogiNext is a global technology company that offers Delivery Management Software to QSR chains and large fast casual restaurants. The company helps food brands to digitize, optimize and automate deliveries so that they can reduce delivery costs and improve customer experience. LogiNext is headquartered in New York and has 200+ enterprise clients in 50+ countries. The company is backed with \$50 million across three rounds of private equity investments by Alibaba-funded companies, Tiger Global Management, and Steadview Capital and has regional offices in Dubai, Mumbai, Delhi, Kuala Lumpur, and Jakarta.

Gartner **Forbes** **Entrepreneur** **yahoo!**

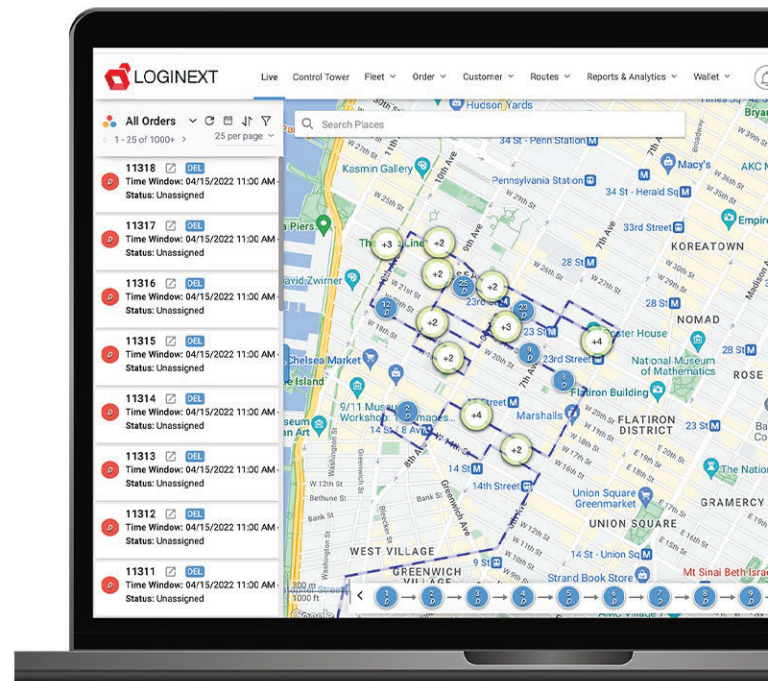
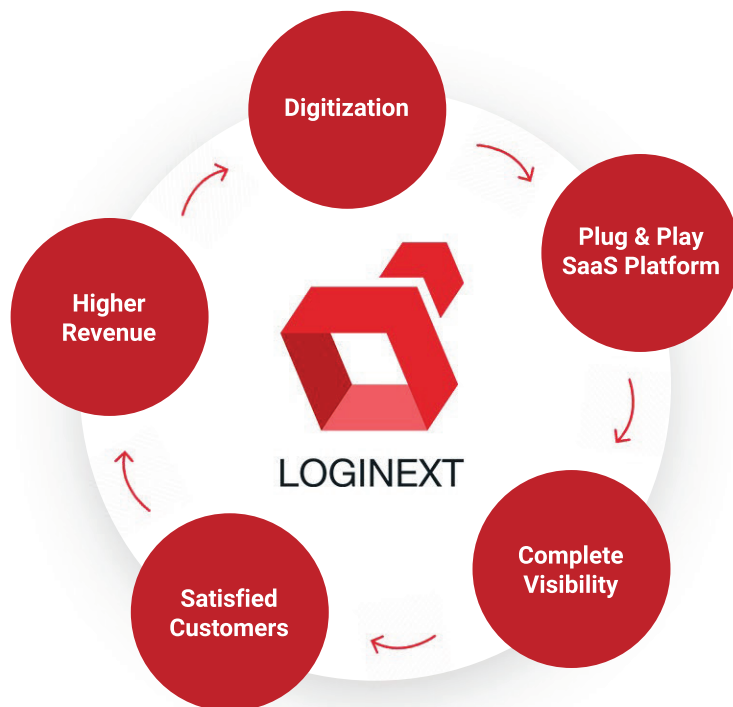


The Wheel of High Cost of Delivery



In a 2021 LogiNext Survey, we asked one question to 200+ enterprises in the business of food delivery: "What is the single biggest challenge you face currently?" A majority of the responses we got could be brought down to one issue: How to bring down delivery costs!

Now, this is a multi pronged question with several elements which the LogiNext Mile platform solves via digitizing and automating delivery management.



Problem Statement

Food Delivery is a seemingly simple but extremely layered and complicated problem to solve. For McDonald's, a giant name in the global arena with thousands of stores across the world, the emergence of the new digital reality of ordering food online made it critical for the company to undergo a massive digital transformation journey.

Online food ordering has rapidly increased and the COVID-19 pandemic further pushed the necessity for McDonald's to roll out delivery automation across the globe. Here are some of the problems McDonald's was facing due to rise in orders coming from third party aggregators:



Manual Order Allocation



Lack of Visibility on Delivery Associate Movement



No Route Planning



End Customer Experience



Lack of Data and Actionable Insights

Solution

LogiNext came in as an end to end delivery management platform for McDonald's to navigate through the entire digital transformation journey. An easy to use plug & play configuration of LogiNext Mile was used by McDonald's to collect orders on it's own platform across stores and then deliver them employing a hybrid fleet model.

Here are some of the modules and features that came in handy to achieve the objective:



Automating Order Allocation via AI and ML algorithms



Custom Tracking URLs



Advanced Route Optimization



Implement a complete transportation automation platform



Logistics IQ Module

Stagnating Store Revenues?

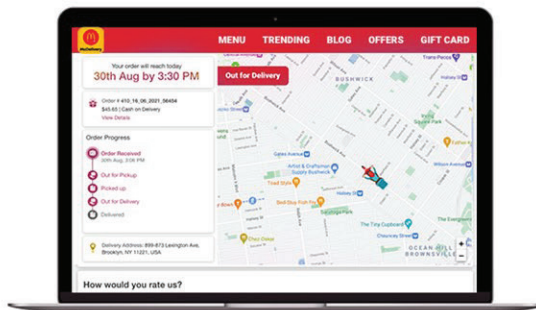
Here's How McDonald's Does It

A QSR chain inevitably faces this problem of stagnating store revenues at some point in time. It is at this juncture when innovation and technology infusion is critical to drive excitement around the brand and deliver genuine value to the end customer. Here's what worked for McDonald's:

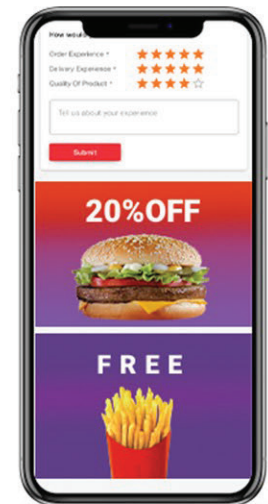
Deliver a Great Customer Experience

Owning the Brand - 100% White Labelled Solution

Regular ETA
Communication =
No-Stress For End
Customer



New Product
Development =
Contextual
Promotions



Effective Delivery Associate Management

Turn Delivery Partners
Into Entrepreneurs



Increase Their
Earnings **2X**

Hybrid Fleet
Management



Reduction in Delivery
cost by **20%**

Precise Delivery
Communication



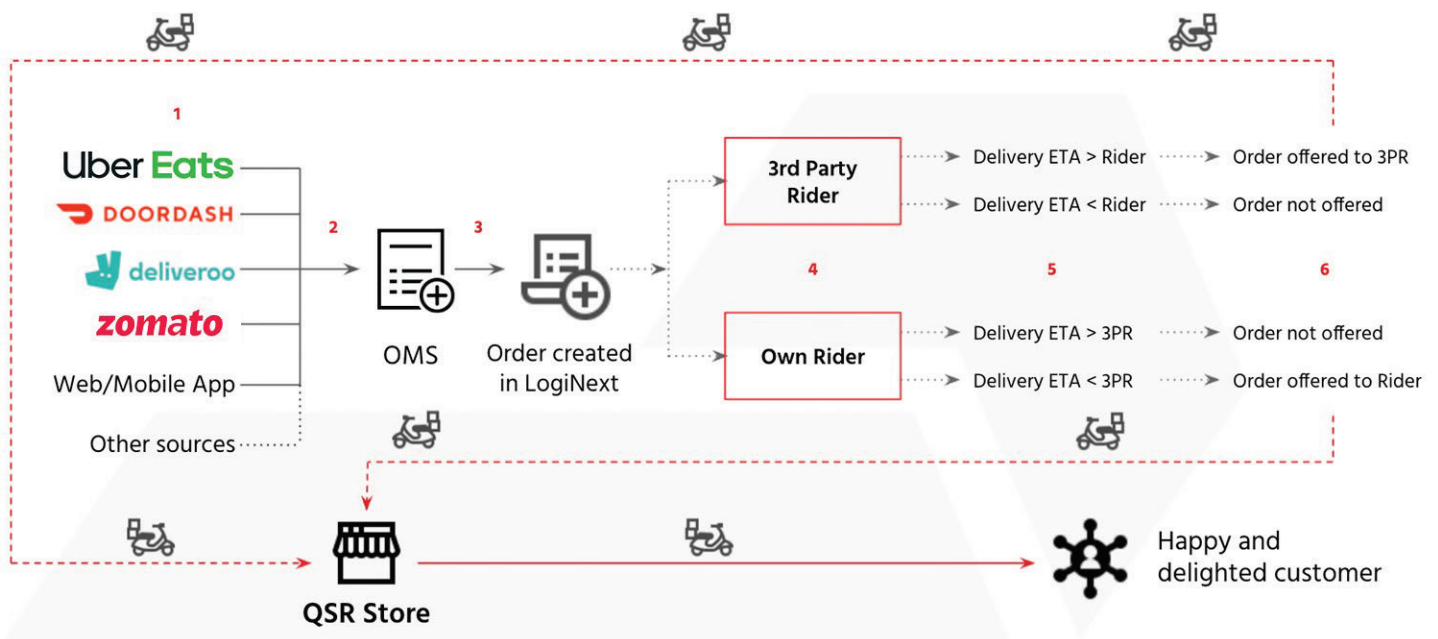
Bring Order
Cancellation **<1%**

InHouse Deliveries v/s Outsourced Fleet

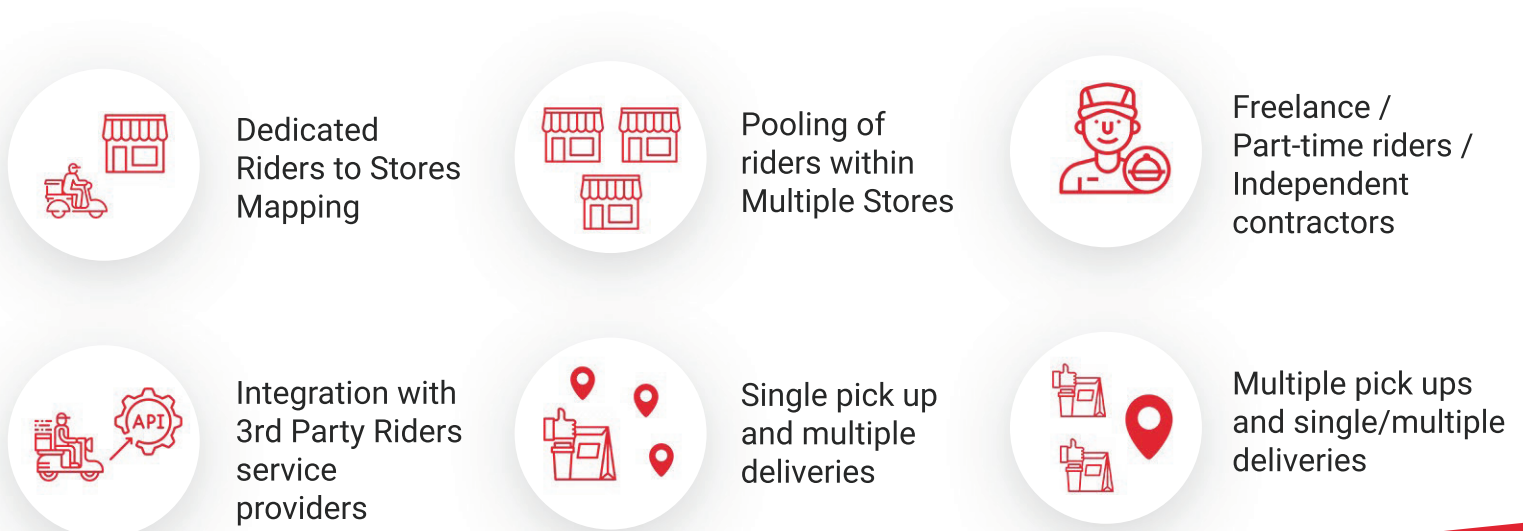
Choose the Hybrid Model for Success

Food Delivery Apps like UberEats and DoorDash have been on the rise but so have been their commissions. For a QSR brand like McDonald's it was critical to get traffic to its own website along with being present on these apps. LogiNext proposed a Hybrid Fleet Management Model which takes the best of both world.

Manage Everything from a Single Dashboard

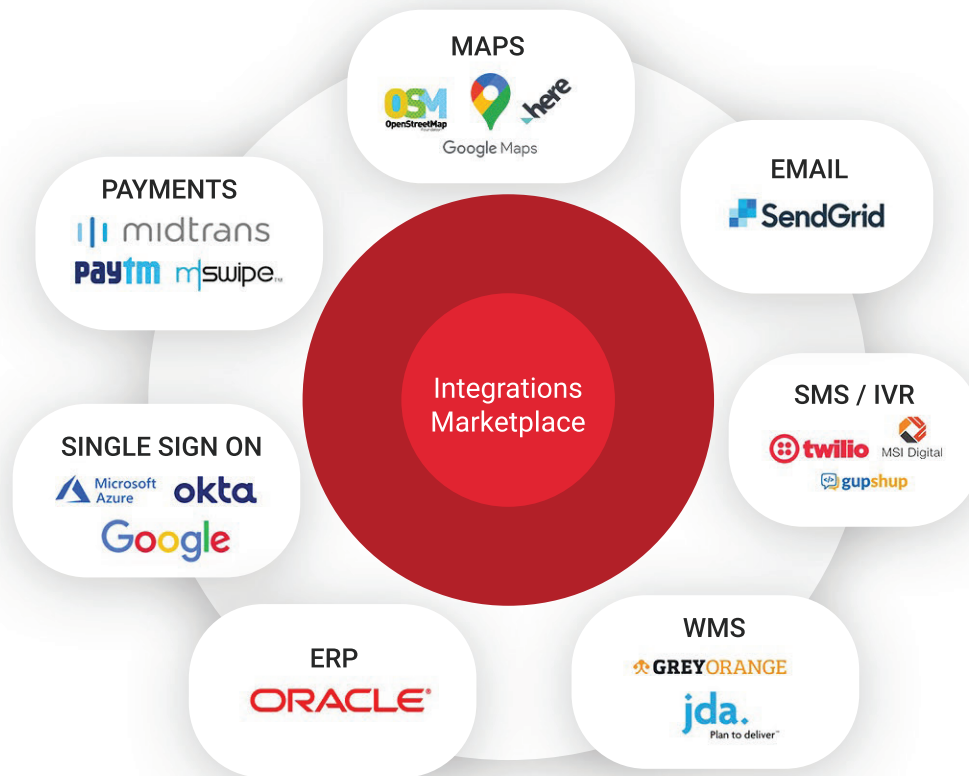


Support for Multiple Operational Models



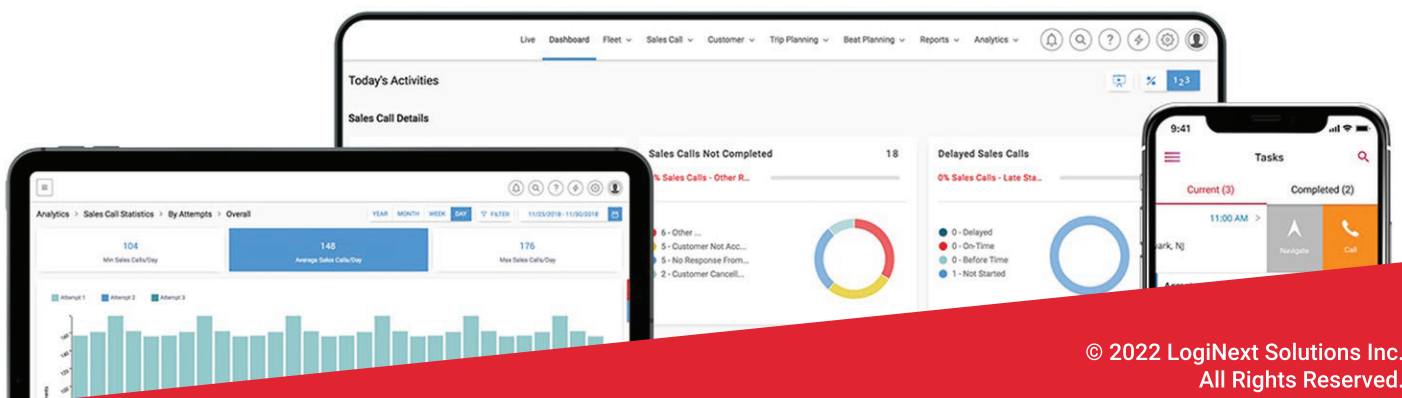
API Token Management + Webhooks = Go Live in Minutes!

LogiNext's exhaustive technology integrations allowed this QSR giant handling millions of orders to go live in a matter of one week (including training for the operations team). LogiNext's extensive Integration Marketplace was brought in to make this happen. Going live successfully with a handful of pilots stores at the beginning, the platform was rolled out successfully across countries.



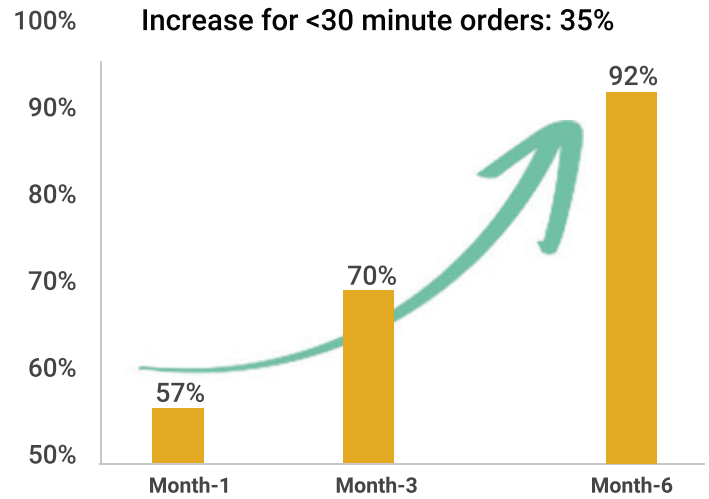
Easy to Use, Self-Explanatory User Interface

Once the platform was made live, McDonald's was set for success. With the easy to use LogiNext interface, an operations manager has a complete view of order management and the drivers are equipped with a modern mobile app to delivery happiness to the end customer, every single time. The LogiNext platform has an extensive knowledge portal which can be used to make the best of advanced settings to further optimize deliveries and increase operational excellence.



Conclusion

Implementing the LogiNext Platform across stores in different countries, McDonald's has been able to deliver food 'Hot and Fresh!' to 35% more customers by pushing auto allocation of orders above 90% and improving resource utilization by 48%.



Cross Country Scalability:

75 Pilot Stores to 1500+ Stores in 15+ Countries



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About LogiNext

LogiNext is an end to end transportation automation platform for enterprises which are trying to deliver goods to their individual or business customers in a faster, cheaper and better way. LogiNext's highly configurable delivery and dispatch optimization platform is an ideal solution for automated order capturing, dynamic, delivery route planning, real time resource allocation, digital proof of delivery, owned and outsourced fleet management, automated invoicing and carrier payments, an engaging delivery experience with real time connected tracking and analytics on a consolidated central control tower.

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