



McDonald's Latin America  
Buenos Aires, Argentina  
www.mcdonalds.com

### Industry:

Consumer Products

### Oracle Products & Services:

Oracle Financials  
Oracle Financials Analyzer  
Oracle Purchasing

**"Oracle E-Business Suite has allowed us to automate, standardize and customize processes in 13 countries, exceeding initial expectations."**

– Magdalena Gonzalez Victoria,  
Project Tango, McDonald's Latin America

## McDonald's Latin America Integrates Latin American Businesses with Oracle E-Business Suite

With a consolidated image, McDonald's is the world leader in the fast food market. Founded in 1948 in San Bernardino, California, the company has more than 30,000 branches all over the world, which currently serve 50 million people in 119 countries. This success was based on a menu that is at the same time uniform and flexible, as well as on a clear philosophy: "Quality, Service, Cleanliness, and Value". In Latin America, its presence is massive: 1,616 distributed points-of-sale in almost all countries in the region.

### Challenges

- Implement one system for the extensive Latin American region, supporting a single model that could guarantee the control of all transactional, financial, and accounting processes
- Provide an information system that would allow regional-level decision making
- Implement growth strategies and best practices based on centralized applications
- Automate financial and accounting processes

### Solution

- Oracle E-Business Suite allowed a series of centralized operations for coordination of administrative operations
- Achieved regional standardization of central applications and processes, such as for financial reports
- Improved communication by using Oracle E-Business Suite, allowing shared information by all countries
- Gained speed in commercial and financial decision making
- Standardized, modernized, and simplified processes with ERP, allowing the centralization of transactional, financial, and accounting processes
- Allowed an accurate growth planning as Oracle's modular character adapts to the company's changing needs