



# GO TIME VIDEO SCRIPT: MCDONALDS VIDEO TRANSCRIPT

**Sirisha:** Hi, I'm **Sirisha Nalamati**, with Accenture's Oracle Business Group and this is **GO Time**. GO Time is now – so we are sharing short stories of partnership that begin with listening, empathy, agility and solutions. I'm so happy to have **Michelle Turner** here to share how we are partnering with **McDonald's to totally transform their Finance organization**. Hi Michelle.

**Michelle:** Hi Sirisha, thank you for having me on GO Time. So everyone knows McDonald's. But they might not realize just how disruptive they have been. From drive thru to online ordering, they are constantly looking at where they are going. Today, they serve over 69 million customers daily in over 100 countries, across more than 38-thousand restaurants. So two years ago, McDonald's came to us to modernize their finance organization. They had old systems in place and knew that their competitive edge would be tied to their ability to operationalize and standardize – just like they did with hamburgers! McDonald's executives said to us, "We need to speak one financial language, and we need to do it with agility, efficiency and empowerment."

**Sirisha:** Wow. That's a tall order! I mean McDonald's is a massive brand. They put the hamburger on the assembly line, and OUR job was to do the same for their data. Also, I now want fries! How did you start?

**Michelle:** We started our Finance Transformation Journey by listening. We understand that the role of Finance has evolved over time from data collector to strategic advisor

and we wanted to make sure that the specific needs for McDonald's were integrated at every step of the way.

We also knew that diversity was a key consideration, just as it is for Accenture. So, while we worked in defining the future of finance, we also took great care to reflect the culture. We knew we were on the right track when we heard: "**For the first time I felt like my voice was being heard**"

**Sirisha:** Amazing. I mean that's the whole point. So, let's get a bit deeper. What specifically did you and the team do?

**Michelle:** We really created **with** the client and not **for** the client with a couple of tools.

- We leveraged design thinking methodology.
- And ... We used myConcerto to bring the co-creation to life while remaining agile along the way.

When COVID hit, we were able to adapt our international workshops to be virtual – something that our experience and tools helped us do seamlessly.

**Sirisha:** Michelle, this story is so impressive. I understand that the approach was solid, but what are some of the results you can share with us today?

**Michelle:** **Thank you**, I am so excited to share that we have done to date:

- Implemented a Global Planning Solution that is being used by more than 120 countries leading to **ONE connected Financial Planning process**



- We defined **ONE common financial language**, bringing together a single source of truth
- We connected International Market teams to deliver **ONE Global ERP design** showcasing Oracle Cloud capabilities in over 20 workshops
- And, beyond the quantitative, we are really proud of the qualitative results as well –you could say it's the “special sauce” –
  - But we build **trust**...
  - we ensured **collaboration** ...
  - AND we **empowered** the business in defining the future.

Sirisha: What an incredible story. I know this project started with a great relationship, and it seems you guys 've managed to grow that sense of trust and expertise at scale as well. Thank you, Michelle, for sharing how important it is to really listen, and to lead with empathy and agility.

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