



Operational intelligence for the modern restaurant

An executive introduction focused on measurable outcomes, AI-enabled automation, and the path from drive-thru visibility to restaurant action.

Why DTiQ is relevant to this conversation

~1,800+

McDonald's restaurants

Primarily franchisee; includes ANZ corporate footprint since 2007

35+

International Footprint

Global operating model and multi-market support

32K+

Locations Served

QSR, retail and c-store environments

AI + data

Action Layer

Video, POS, drive-thru, audits, alerts, and IOT as signals

What makes the relationship expandable

Since 2007, DTiQ has been operating in the McDonald's ecosystem, understands multi-unit restaurant complexity, and can connect the restaurant floor, drive-thru, above-store operators, and corporate product teams around the same source of operational truth.

In-store visibility + .exceptions

Drive-thru timing + journey

AI-assisted action, audit & 3P dispute management

Our mission: one operating loop, three audiences

Restaurant manager

Live alerts and recommended actions while the shift is still recoverable.

Above-store operator

Patterns, coaching opportunities, and prioritized stores that need intervention.

Corporate product teams

Validated signals, product feedback loops, scalable market playbooks, recommendations.



Same source of truth, different decision altitude

The goal is not another dashboard. It is a closed-loop operating system that converts restaurant signals into timely, trusted, role-specific actions and recommendations.

Drive-thru: a concrete place to prove the model

Current McDonald's US project focus

Chicago concept stores

Camera-based measurement in real restaurants to establish business case and operational fit.

Global applicability

Validate technical feasibility, deployment complexity, and economics across market formats, while adhering to MacDonald's operating and technical standards

Real-time decisioning

Prototype how drive-thru data can feed tools that help managers make better decisions in the moment.

McDonald's care-about's we can help solve

Total Experience Time

OEPE

Line time

Queue length

Re-ID through uncontrolled lanes

Pull-forward / park bays

Bottlenecks

Abandonments

The strategic test: can we turn drive-thru measurement into reliable, scalable intervention?

AI and automation: from “what happened” to “what should happen next”



Design principle

Automate the obvious. Escalate the ambiguous. Act while the guest experience, labor deployment, and throughput can still be improved.

Exception-first operations
not audit-first operations

Outcome lens: value by decision altitude

Restaurant Manager Now

- Resolve bottlenecks
- Redeploy crew
- Protect hospitality
- Recover the shift

Above-store Leader Next few days

- Rank stores by opportunity
- Coach to behavior
- Spot repeat patterns
- Focus visits where needed

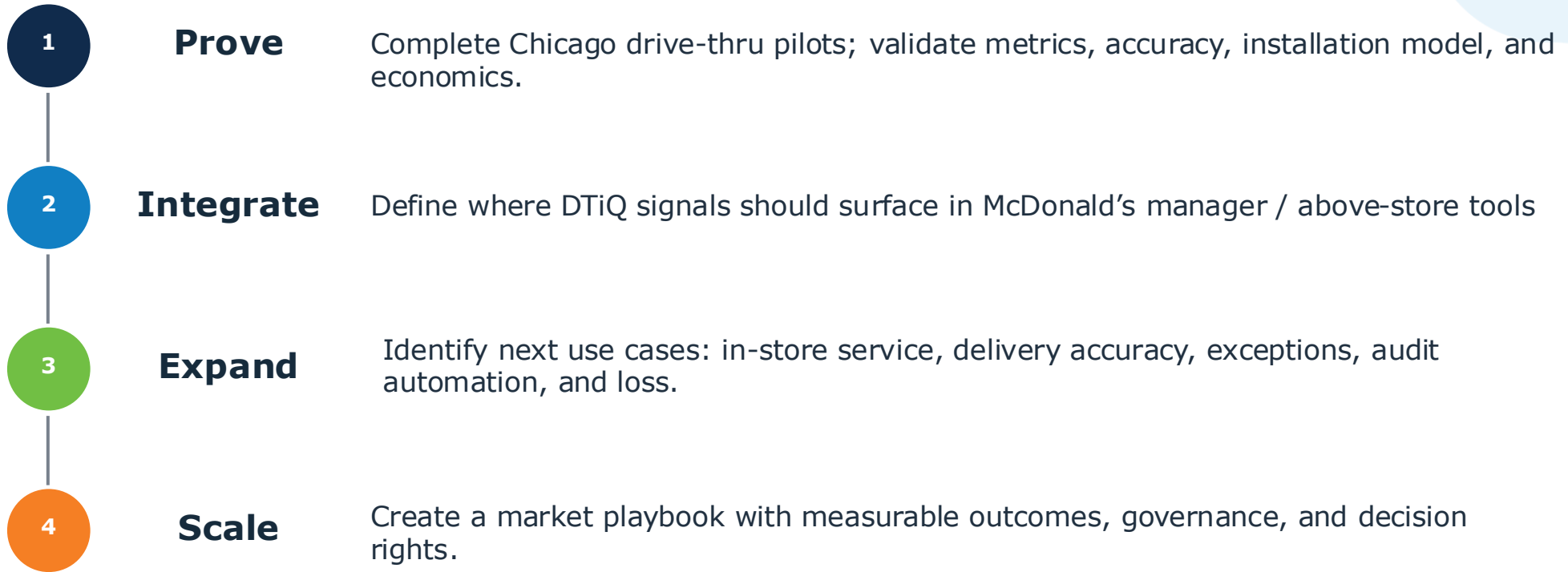
Corporate / Product Market playbook

- Validate experience design
- Quantify impact
- Inform roadmap
- Scale what works

Shared scorecard

Speed, capacity, order accuracy, crew focus, labor assignment, hospitality consistency, loss prevention, and waste reduction — measured consistently and acted on at the right level.

Proposed 120-day executive alignment path



Today's goal: Align on where DTiQ can create the most value for McDonald's — not only as a vendor, but as an operational intelligence partner.