

DTT BUSINESS TRANSFORMATION STUDY



At A Glance

Industry	CMK Enterprises operates multiple restaurants in the state of Utah.
Revenue	\$12,000,000.00
Employees	210
Office	American Fork, Utah

CMK Enterprises is a multi-unit Franchisee of the McDonald's Corporation. Headquartered in American Fork, Utah, CMK Enterprises operates several restaurants in Pleasant Grove, American Fork, Orem, and Cedar Hills, UT.

McDonald's USA, LLC, is the leading foodservice provider in the United States serving more than 26 million customers every day. McDonald's currently operates more than 32,000 restaurants worldwide, and 14,000 in the US alone. Nearly 90% of McDonald's US locations are independently owned and operated.

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Connie Kramer, McDonald's Owner/Operator

Key Challenges

1. Store security
2. Internal theft
3. Crime and accusations
4. Need for enhanced POS integration
5. Employee evaluation

Why DTT was Selected

1. SmartAudit™ Tool
2. Nationwide service
3. User friendly technology

Implementation Best Practices

1. Management involved in placement and installation of cameras
2. DTT has worked closely with CMK on critical data and video

Financial and Strategic Benefits

1. Increase in sales at each location
2. Improved operations and customer service
3. Theft and risk mitigation minimized
4. Employee behavior has improved significantly

The CMK Enterprises Experience (Phone Interview)

Originally we had very old surveillance systems in our stores. We eventually realized that for security and liability purposes, an enhanced system would be useful.

The installation process went very smoothly and the support team is always available to answer questions and concerns, which is quite comforting.

DTT's system is great for monitoring incidents. They are incredible systems and there are a lot of different ways to use them. We've also started using it in new ways that we hadn't initially expected.

I've seen great improvements in my business. We have seen a tremendous impact on our operation overall. Specifically, there has been a large increase in sales and profit margins, and significant decrease in food costs. It is easy to recognize the stores that continue to improve and also note those that are lagging. We can then focus more heavily on the ones that need some help. It is also nice to be able to go back and review data as well as download and save video. Knowing that footage is available to us 24/7 is a big relief!

Also, my managers have become much more efficient. And all the employees are more aware of their actions and use the systems to actively learn how to improve their own work. They take this form of training quite seriously and are very positive about it overall.

I use the SmartAudit™ tool and have seen great results. We have had several incidents captured on tape and used as evidence for the police. In one instance we were able to identify someone responsible for using stolen credit cards. Our drive-thru cameras caught his license plate number and the police were able to track him down within 2 hours!

I absolutely recommend DTT to restaurant owners. As the old saying goes, "don't leave home without it!" In other words, make sure to have a DTT system in each of your stores. It has really helped our operation.

Connie Kramer, Owner/Operator

About McDonald's

McDonald's USA, LLC, is the leading foodservice provider in the United States serving a variety of wholesome foods made from quality ingredients to more than 26 million customers every day. Nearly 90 percent of McDonald's 14,000 U.S. restaurants are independently owned and operated by local business men and women. For more information, visit www.mcdonalds.com, or follow us on Twitter (@McDonalds) and Facebook (Facebook.com/McDonalds) for updates on our business, promotions and products. For nutrition-related questions, contact us at nutrition@us.mcd.com.

About DTT Surveillance

Headquartered in Los Angeles, California, DTT provides digital video surveillance solutions for the restaurant and hospitality industries. DTT was founded in 1999 by Sam Naficy, leveraging the power of emerging digital technology to support the needs of a broad base of clientele. Since first launched, DTT has equipped, serviced and supported more than 27,000 clients. Every day, software provided by DTT protects trillions of dollars in assets and oversees nearly 2 million employees. Some of the world's most popular and respected restaurant brands use DTT including McDonald's, Subway, Burger King, Dunkin Brands, TGIF, Taco Bell, KFC, Baja Fresh, Focus Brands, and Dairy Queen, to name a few. Please visit www.dttusa.com for more information.