Ryarc's China Digital Signage and in-store audio Deployment.

ParTech deploys Ryarc digital signage and in-store audio network in 2500+ McDonald's® stores across China

OVERVIEW

Customer name
ParTech – McDonald's® China

Industry sector
Quick Service Restaurants – F&B

Location
China - Nationwide

Application
An in-store QSR (Quick Service Restaurant) signage and audio network running internally branded promotional content.

Ryarc's solution

Digital Signage = CampaignManager

In-Store Radio = Dappler

Customer Overview

ParTech China is part of ParTech Group - a leading global provider of hospitality management solutions for enterprises. ParTech China is also Ryarc's Sales and Support partner in China.

McDonald's® is one of the leading global foodservice retailers with more than 33000 local restaurants serving 60 million people in more than 110 countries. McDonald's® China operates more than 2500 restaurants across China and is rapidly expanding its presence.

McDonald's® China selected ParTech to deploy a customised digital signage and in-store audio solution in its stores across China using Ryarc's media communications software suite, CampaignManager.

Scope

McDonald's® China wanted to deploy a Digital Signage and In store Audio Management solution to unify the brand message across all 2500+ stores and centrally control audio and visual content delivered to each location.

Ryarc along with many other international and local china based software vendors were invited to demonstrate their solution for McDonald's® China requirement. After initial technical evaluation and demo, Ryarc CampaignManager software was among the shortlisted solutions for conducting a pilot at selected McDonald's® stores to help evaluate the required solution in an actual store scenario.

Ryarc's China partner ParTech deployed the pilot at McDonald's® China corporate office and at the selected stores in Shanghai and south China including installation, operations, management, maintenance, support and content during the pilot period. After a successful three month pilot, Ryarc

"Considerable savings on hardware cost for this project were possible because Ryarc CampaignManager allows management of both digital signage channel for screens and audio channel for the in-store audio using single player hardware at stores and from a single CampaignManager platform at Central server site."

CampaignManager was selected for deployment of a customised digital signage and in-store audio solution to 2500+ stores spread across China.

Ryarc Solution

Using Ryarc's CampaignManager platform, McDonald's® China Team was able to centrally manage from their Shanghai office multiple 'channels' of Visual and Audio content across their stores by publishing content to the Ryarc CM Player software for Digital Signage Screens and the Ryarc Dappler Player for in-store radio.

The content published to the screens includes Internal Promotions which are localised for each store location and updated dynamically. The in-store audio channel is managed by using Ryarc's Dappler player.

The Ryarc Central Server is located at a Shanghai ISP data centre with 2 MBPS dedicated internet bandwidth and Each Store location has 2Mbps/1 Mbps ADSL connection. Content transfer from Server to Stores is mainly scheduled during the midnight, and 2M/1M ADSL is shared with customer WIFI connection during Store operation time.

Considerable savings on hardware cost for this project were achieved because Ryarc CampaignManager allows playback of both digital signage channel for screens and audio channel for the in-store audio using single Intel based media player hardware at stores.

The content published to the screens includes Internal Promotions which are localised for each store location and updated dynamically using Ryarc CM Player. The in-store audio channel is managed by using Ryarc's Dappler player. Ryarc's Dappler enables McDonald's® China to tailor the content their customers hear in store complementing the visual content on the digital screens. Ryarc Dappler can deliver a true 'radio like' experience, complete with top of the hour announcements, ad breaks, jingles and of course, music. Having control over Audio makes it possible to play music as per store location, language, time of day, age group and wrapping it with their internal audio promotions apart from ensuring no competitor ads are heard and giving a more consistent message across all stores.

McDonald's® China uses the categorisation tool in CampaignManager to easily manage the distribution of campaigns to their stores across China. They can target a single store for a one off content piece or they can publish nationally so there is a single message across all stores. CampaignManager also allows McDonald's® to publish dynamic content allowing up to the minute, locally relevant news, live TV, sport and weather information.

Results

Ryarc CampaignManager has fulfilled McDonald's® China requirements for a successfully operating digital signage and audio network. Customers now have entertaining and relevant content to view and listen to while in store. McDonald's® China is able to unify the message they deliver across each store.

About Ryarc

Ryarc is a software company based in Australia which builds products that help customers manage digital signage and retail audio networks. Ryarc's core product is CampaignManager, an end-to-end media distribution and playback management platform. Established in 2003, Ryarc now helps companies all over the world operate and manage networks of all sizes. CampaignManager has always been known for combining ease of use with enterprise level remote management tools and scalability and now boasts seamless AMT and Intel AIM technology. Ryarc's 3rd generation platform is now available for service providers who can use the platform to offer multi-tenancy cloud services or self-hosted install.