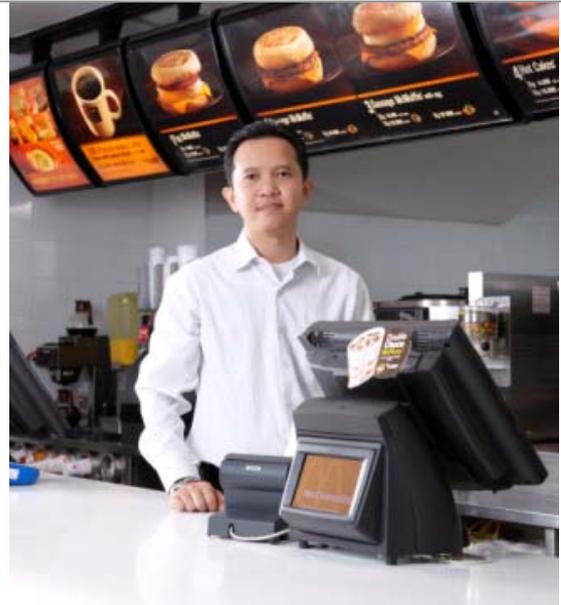


INCREASED PERFORMANCE; DECREASED DOWNTIME

The robust Epson TM-88IV helps McDonald's Indonesia achieve greater efficiency at point of sale

“The robust reliability of the Epson TM-T88IV since McDonald's deployment in over 100 outlets across the country has ensured significantly reduced downtime and increased overall efficiency at the point of sale.”

*— Bintang Aritonang, IT director,
McDonald's Indonesia, operated by
PT Rekso Nasional Food*



Iwan Cahya Widarta, IT manager at PT Rekso Nasional Food, standing by the Epson TM-T88IV printer

The Challenge:

McDonald's in Indonesia serves more than three million customers in a month, with an average of 36,000 customers per month per restaurant; or around 1,200 customers per day at each restaurant. To be able to serve such a high volume of customers efficiently, the company required a fast and reliable point-of-sale (POS) system and an easy to maintain receipt printer.

Objective:

To provide fast receipt printers that are easy to use and maintain by reloading receipt papers through the top. The printers must have compact footprint and look neat and presentable on counter tops.

Approach:

Upgrade the point-of-sale receipt printers to the Epson TM-T88IV receipt printers.

Business Benefits:

1. Efficient print speed enables McDonalds to serve its customers promptly
2. Class-leading reliability boosts productivity and reduces downtime
3. Two-color printing enables McDonalds to print their logo on the receipt to reinforce branding

Background:

McDonald's outlets in Indonesia are operated by master franchisee, PT Rekso Nasional Food.

Mr. Bintang Aritonang, IT director of the group who supervises the procurement all hardware and equipment for McDonald's, believes that in order for the company to serve its customers efficiently, optimal counter-top equipment is vital.

To handle hefty daily transactions and meet customers' expectations of swift transaction and prompt services, it was critical for the group to invest in quick and robust receipt printers that can churn out receipts in high speeds, as part of their POS system.

In a fast food service environment, any breakdown in the receipt printer or POS systems will result in a long queue of annoyed customers waiting to place their orders. To reduce downtime as much as possible, it was essential for PT Rekso Nasional Food to select a reliable POS system and receipt printers that are both durable and easy to maintain.



The compact Epson TM-T88IV is neatly placed on the counter-top to ensure tidy operations



Epson TM-T88IV thermal receipt printer

Key Deciding Factors:

Mr. Bintang explains the three key reasons which made him decide to upgrade the previous fleet of receipt printers across more than 100 outlets nationwide to the Epson TM-T88IV:

- “First of all the Epson TM-T88IV is able to cope with high volume print demand with its super fast print speed of 200mm per second in both text and graphics.
- Secondly, the printer is designed to be spill-resistant and has long durability, which makes it ideal for a fast food environment.
- Lastly, the design of the printer with drop-in paper loading makes it very quick and easy for our staff to replenish receipt papers, further enhancing efficiency,”

Additionally, another persuasive factor was Epson TM-T88IV’s compatibility with McDonald’s existing POS equipment, making it easy to integrate the receipt printer to form a complete solution for transactions. A bonus feature was the Epson TM88IV’s dual colour printing capability for logos and graphics which allows McDonald’s to reinforce its branding using the printed receipts,

Driving Business Efficiency:

The Epson TM-T88IV is equipped with a durable auto-cutter rated at 1.5million cuts, a very high mean cycle between failure (MCBF) rating of 52 million lines, and a mean time between failure (MTBF) rating of 360,000 hours, which makes it ideal for businesses with high print volume. With the minimal downtime the printer offers, McDonald’s is able to better serve its customer with prompt services and no disruptions at all.

The cover of the printer is also made with spill-resistant material, preventing accidental water spillage from getting into the mechanical parts of the printer, thereby increasing the longevity of the printer.

Mr. Bintang concurs that the “robust reliability of the Epson printer since its deployment in over 100 outlets across the country has ensured significantly lesser downtime and increased its overall efficiency at the point of sale.”