

Ignite provides the industry's most secure and scalable Content Delivery Solution, enabling customers to efficiently publish, deliver, and manage digital assets – from rich media content for training and communications to software patches and virus updates – to anyone, anywhere, at any time. Ignite's patented Content Delivery Solution overcomes network and connectivity constraints that have limited the ability to reach online audiences with the highest quality, secure rich media. Ignite's Solution has been deployed around the globe at companies like Canon, Miller Brewing, RadioShack, and Procter & Gamble.

Keeping Pace with the Quick-Service Industry

Quick-service restaurants depend on a rapid pace and superior customer service to gain a competitive edge. The Ignite Content Delivery Solution has been deployed at some of the world's largest quick-service businesses to manage their dedicated learning PCs in each restaurant and to distribute digital training materials. Ignite is an ideal fit for this industry because the Ignite solution reduces costs while increasing software delivery, training, and communication effectiveness. Most importantly, Ignite offers faster, more secure ways to distribute and track content – regardless of restaurants' network connectivity.

This document describes how actual Ignite customers have benefited from using the Ignite solution and how the various components of the solution can give *you* the same advantages.

Timely, Reliable Software Delivery

Ignite's Content Delivery Solution provides the power and flexibility to meet the quick-service industry's most challenging software distribution demands by enabling:

- Patch, virus definition, and Operating System hot fix delivery as well as compliance with corporate software and security policies
- Centrally-managed inventory and maintenance of computers located at franchise sites
- Delivery and confirmed installation of new versions of internally-developed or third-party software, such as:
 - Credit card processing applications
 - Inventory management applications



- Employee time management applications
- Electronic menu board updates (images, video, etc.)
- Forms and other documents used by store management or employees
- Point-of-Sale (POS) equipment updates:
 - Operating System patches
 - Virus definition updates
 - Remote updating of programmable keys or buttons
 - Delivery of “suggestive selling” content to newer, image and video-enabled POS terminals

Engaging, Cost-Effective Training

In the quick-service industry, high staff turnover, a younger employee base, and diversified menus often make training difficult. Ignite addresses these unique training requirements by allowing you to:

- Target, deliver and automatically revise content to any location or individual, by role and by group.
- Expedite employee certification and re-certification.
- Provide consistent, high-quality content viewing and learning assessment without impacting network or POS data.

- Provide comprehensive feedback on usage, activity, and user/course feedback (surveys).
- Allow for quick deployment to franchise sites.
- Integrate with third-party learning management systems (LMS's) to deliver more engaging, much higher quality content while maintaining existing content creation workflow and reporting processes.

Better Brand Awareness

Ignite helps you build brand awareness by delivering content for marketing, corporate, and HR communications, and by powering interactive kiosks and digital signage within your restaurants.

Interactive Kiosks

The Ignite solution can be deployed on interactive kiosk computers located in the dining rooms of restaurants. These kiosks reinforce branding by allowing customers to obtain information about products, special promotions, etc.

Digital Signage

Digital signage allows you to change content and messages displayed on electronic screens without modifying the physical sign, so you can deliver targeted messages to specific locations at specific times. Ignite can automatically update digital signage placed throughout franchise locations to display images or video content and use specific exposure rate programming to control the time of day and frequency of various messages, third-party ads, and other content.

Case Studies

Ignite's Content Delivery Solution provides the power and flexibility to meet your most challenging training and communication requirements. The following usage scenarios demonstrate some of Ignite's many practical applications.

Training: Control & Monitor Critical Content

With an annual training budget of over \$1 billion, the number one quick-service restaurant chain in the world had been using CDs and DVDs to distribute training materials to its over 30,000 corporate-owned and franchise restaurants in over 119 countries. This delivery method had many drawbacks, including high shipping costs and version control difficulties. The company needed a way to deliver rich, compelling

content in a manner that was not intrusive to the network and could be easily managed. It also needed a mechanism to track employee viewing and test results

After evaluating many alternative solutions, the quick-service restaurant chain selected Ignite to manage its dedicated learning computers in each restaurant and to distribute digital training materials. Ignite handles the ordering, installation, and management of the learning computers. Throughout the lifespan of each learning computer, Ignite manages the delivery of scripts and software and performs inventory audits to manage a standardized and fully reliable learning system. Ignite distributes training videos and other rich content to the learning computer so crew members can fulfill their training requirements. The Ignite solution also provides reports on viewing behavior and test results – by restaurant and by individual.

Employee Training: The Ignite Advantage

The Ignite solution meets the specialized needs of the quick-service industry because it:

- **Enables cost-effective training for employees.** With Ignite, you can save on duplication and distribution costs of CDs/DVDs and maintain better version control.
- **Increases retention.** Engaging rich media content captures the attention of a new generation of workers, helping them get up to speed more quickly and retain information for a longer period of time.
- **Allows you to access detailed reports on employee participation.** With Ignite, it's easy to determine which employees need additional training by evaluating test scores and to see who has not yet viewed required training videos.
- **Improves time-to-market for crew training.** Ignite delivers what you need, when and where you need it.
- **Secures confidential corporate training and education materials.** Industry-leading security mechanisms are embedded in the Ignite solution to prevent unauthorized access to sensitive content.
- **Increases brand awareness.** Target restaurant employees to receive rich media, such as TV commercials, special corporate events, and customer promotions.
- **Provides labor savings via automated software delivery and inventory.** Eliminate the burden of managing your training computers by using Ignite's technology to deliver software applications, updates, and security patches, as well as perform computer and software inventory checks. Significant labor cost savings result from minimizing the time needed for creation of new employee desktop environments and by cutting the time it takes to deliver software applications from weeks to just minutes.

Hiring & Information Kiosks

A large quick-service restaurant chain wanted to offer its customers the ability to access approved web sites and hiring information. The Ignite solution was deployed on kiosk employment and information computers located in the dining rooms of the company's restaurants.

Because Ignite does not impose any restrictions on the presentation of content, the user interface was customized to suit the restaurant chain's unique needs. Two hundred restaurants that participated in a hiring kiosk pilot program experienced a **50% drop in employee turnover**.

Ignite is responsible for creating and maintaining the locked-down image used by the computers, as well as analyzing and distributing all updates and patches. End users (i.e., restaurant customers) cannot modify the computer's settings. Ignite also manages a "white list" mechanism whereby end users can only visit approved Internet sites/domains.

The Ignite solution allows for multiple kiosks in one location. If multiple kiosks are located on the same network (e.g., in the same store), then they can automatically discover each other and share delivery resources, resulting in greater efficiencies. As a result, Kiosk A can leverage the fact that Kiosk B has already received content it needs by obtaining the package from Kiosk B. This process, called "Neighborcasting", uses a grid computing model to eliminate redundant communications and, therefore, dramatically reduce the overall bandwidth needed to deliver the same package to multiple destinations that are near each other on the local network.

Ignite's reporting capabilities enable home office personnel to generate a variety of reports to gauge kiosk usage and plan future content. These include reports on the number of visits per web site, amount of time spent viewing content for a given amount of time (day, week, month), and type of content viewed for a given amount of time.

Summary

The Ignite solution is rapidly gaining momentum at quick-service restaurant chains because it reduces costs and increases efficiencies in many critical areas, including software delivery, training, and internal/external communications. Ignite can address all your content delivery needs by enabling powerful, flexible training, engaging digital signage, hiring/information kiosks, and

much more. With Ignite, you can overcome traditional network boundaries and achieve the reach you need to succeed in the ever-changing quick-service industry.

To experience Ignite's Content Delivery Solution firsthand, visit www.ignitetechnology.com and click on the "Experience Ignite" link.