



SO YOU'RE GETTING A NEW INTRANET..

OUR APPROACH TO MIGRATING CONTENT

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COMMUNICATOR TRUTH:

**WHAT THEY SAY ABOUT ROME...
IS TRUE ABOUT INTRANETS, TOO.**





THE SITUATION:

25 YEARS OLD

4,000 PAGES

6 WEEKS





THE GOALS:

MODERNIZE OUR CHANNELS

STREAMLINE OUR COMMUNICATIONS



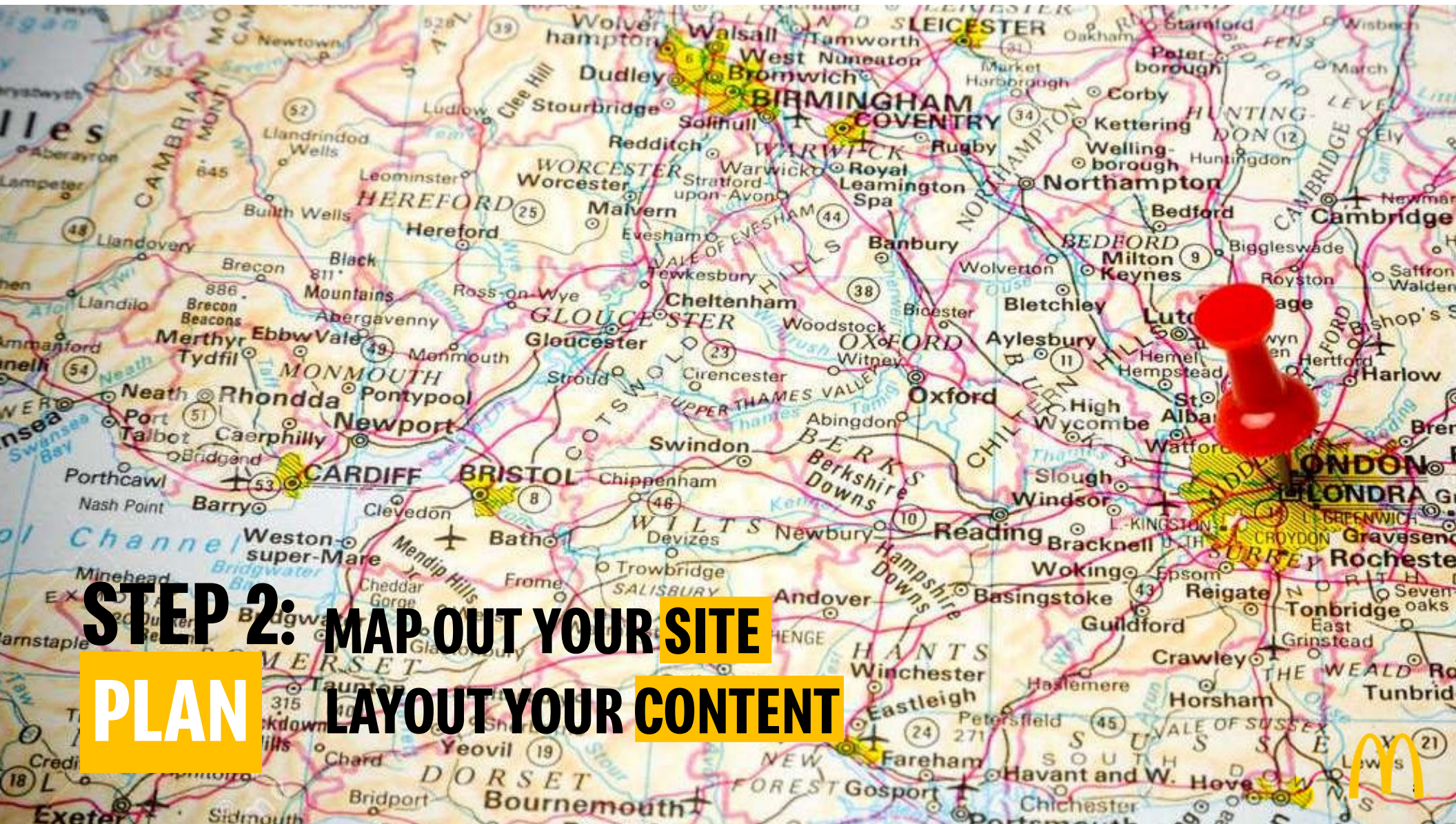
APPROACH:

AUDIT | PLAN | BUILD | TEST | LAUNCH



STEP 1: IDENTIFY **WHAT** NEEDS TO MOVE **AUDIT** UNDERSTAND **HOW** YOU NEED TO ORGANIZE IT FIGURE OUT **WHO** NEEDS TO MOVE IT





STEP 2: MAP OUT YOUR SITE
PLAN **LAYOUT YOUR CONTENT**



US Migration E-Book: Getting to @mcd

AUDIT | PLAN | BUILD | TEST | LAUNCH

- **Background:**
 - Why @mcd?
 - When we'll move to @mcd
 - The important role you play
- **Step 1: Audit-** Taking a smart approach to migration
 - The State of Content Report (What we found through Discovery)
 - Applying a Smart Approach to your content (including resources, templates)
- **Step 2: Plan-** Preparing for the build
 - Planning your Site
 - Planning your Pages
- **Step 3: Build-** Creating your site
 - Building Your Pages
- **Step 4: Test-** Sharing your site with your team
- **Step 5: Launch-** Helping spread the word, get people excited and drive use.

An overhead view of a collaborative workspace. A large wooden table is surrounded by several people. On the table are multiple laptops, tablets, notebooks, pens, and coffee cups. One tablet and one laptop screen display a progress bar at 85.00%. A person in a yellow shirt is on the left, and a person in a white shirt is at the bottom. A McDonald's logo is in the bottom right corner.


STEP 3: IDENTIFY DEDICATED BUILD TIME
BUILD BRING SMES & SUPPORT TEAMS TOGETHER



MIGRATION WAR ROOM APPROACH:

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
1-5 PM: Train	8:30-10:30 AM: Train 10:30-Noon: Build Noon-1 PM: Eat 1-4:30 PM: Build 4:30-5 PM: Check-in	8:30-10:30 AM: Train 10:30-Noon: Build Noon-1 PM: Eat 1-4:30 PM: Build 4:30-5 PM: Check-in	8:30-10:30 AM: Train 10:30-Noon: Build Noon-1 PM: Eat 1-4:30 PM: Build 4:30-5 PM: Check-in	8:30-Noon: Build





STEP 4: **REVIEW** **TEST** **STRESS TEST**





STEP 5:
LAUNCH

REDIRECT & SUNSET
BE EXCLUSIVE

**WE ARE OPEN
AND READY TO SERVE**



APPROACH:

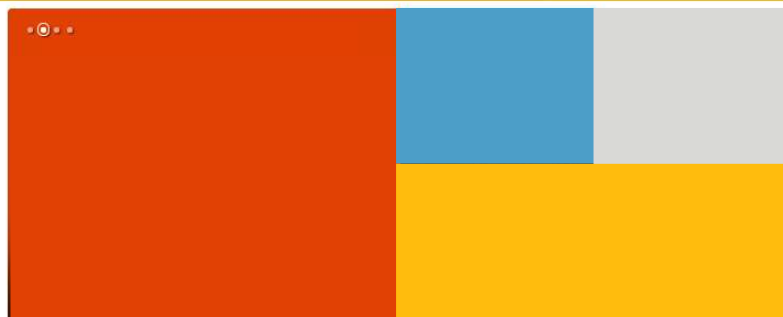
AUDIT | PLAN | BUILD | TEST | LAUNCH





GOVERNANCE: KEEP SMES **ENGAGED**
PLAN FOR THE **FUTURE**





Latest News



CRISPY CHICKEN SANDWICH



Hold our new Crispy Chicken Sandwich in one hand and pick your favorite word for it with the other.

Hold our new Crispy Chicken Sandwich in one hand and pick your favorite word for it with the other.

YOUNG G
@Anklebreaker247

41m

SMILEY TWEETS
@smileytwetting

1h

Consumer Connection



A FINAL THOUGHT:

**EVERYTHING LIVES ON @mcd.
NOT EVERYTHING ON @mcd
LIVES ELSEWHERE.**



A person wearing a blue jacket and jeans is walking away from the camera down a city street. They are carrying a yellow and red bag in their right hand. The street is lined with brick buildings and trees. A yellow box with the text "THANK YOU." is in the bottom left corner, and the McDonald's logo is in the bottom right corner.

THANK YOU.

