

# McDonald's TIV Report

Score: 33.56% (151/450)

Category: Technology Laggard

Assessment Date: 2025-09-01

## Section Summary

Section	TIV Score	Category
Part 1: Business & Strategy	20%	Technology Laggard
Part 2: Apps & Data	44%	Technology Follower
Part 3: Infrastructure	36.67%	Technology Laggard
Total TIV Score	33.56%	Technology Laggard

## Business & Strategy Analysis

Assessment of business strategy and technology leadership reveals organizational commitment to digital capabilities development through executive structure, strategic initiatives, and technology talent acquisition.

- Lack of dedicated CDO, CTO, and CIO roles in the executive team
- Technology investments mentioned in annual reports and investor presentations, but not as a core pillar or competitive differentiator
- No evidence of recent hiring activity for data and tech roles
- No redundancies reported in tech/data roles
- Mixed reviews from employees on platforms like Indeed

## Applications & Data Analysis

Technical platform evaluation demonstrates digital architecture maturity, data management sophistication, and customer experience optimization capabilities.

- Use of modern HTML, CSS, and JavaScript frameworks on the website
- Core Web Vitals score between 50-89 based on PageSpeed Insights
- Mixed API styles observed; some modern REST APIs but also legacy systems
- Basic rules-based personalization and experimentation tools in use
- Basic product strings observed in data richness

## Infrastructure Analysis

Infrastructure assessment shows cloud strategy implementation, security posture, and operational scalability aligned with modern technology practices.

- Evidence of a multi-cloud strategy, but not specifically tied to major providers
- No evidence of partnerships with AI cloud providers
- Traditional data stack observed
- No evidence of AI/ML ops maturity
- Basic security measures in place

## Evidence Gaps & Assumptions

Areas with insufficient evidence:

- Hiring activity for data and tech roles
- Use of consultants or vendors for tech implementations
- Data literacy in job ads
- AI ethics policy or strong governance tools
- Active engineering blogs or community contributions

## Recommendations

Key improvement areas based on gaps identified:

1. Appoint dedicated CDO, CTO, and CIO roles to drive technology strategy
2. Increase hiring activity for data and tech roles
3. Implement AI ethics policy and strong governance tools
4. Increase community contributions and maintain active engineering blogs
5. Develop partnerships with AI cloud providers

## Overall Assessment

McDonald's demonstrates a basic level of technology adoption. The company shows strengths in website technology and performance but has opportunities to improve in leadership roles, hiring activity, and AI/ML operations.

## Evidence Sources

#### Leadership & Management:

- Company website: <https://www.mcdonalds.com>
- Company leadership: <https://www.mcdonalds.com/us/en-us/about-us/leadership.html>

#### Financial & Investment:

- Company investor relations: <https://www.mcdonalds.com/us/en-us/investors.html>
- Annual report 2024: <https://www.mcdonalds.com/us/en-us/investors/annual-reports.html>

#### Technical & Performance:

- Company website: <https://www.mcdonalds.com>
- PageSpeed Insights: <https://developers.google.com/speed/pagespeed/insights/>
- Indeed Reviews: <https://www.indeed.com/cmp/McDonald's/reviews>