

ACCOUNTS PAYABLE | PROCUREMENT | SUPPLIER MANAGEMENT

Driving Operational Efficiency & Regulatory Readiness with Intelligent Purchasing & Finance Automation

Thanks to Esker's AI-powered solutions, McDonald's Force is now managing 150 advertising campaigns annually with just an eight-person Finance team.



ESKER®

AT A GLANCE

McDonald's Force

 Economic Interest Group (EIG) responsible for advertising operations for McDonald's restaurants in France

 Established in 1979

 1,633 restaurants in France

 Cegid ERP



Challenges

Balancing compliance, performance & operational efficiency

McDonald's Force, the Economic Interest Group (EIG) responsible for advertising operations for McDonald's restaurants in France, faced increasing operational pressure following a 2014 global directive. This directive introduced strict traceability requirements for media purchases — its largest area of spend — significantly increasing complexity across financial processes.

At the same time, McDonald's Force had to absorb a 50% increase in supplier invoice volume without increasing headcount. This created an urgent need to streamline operations while maintaining accuracy and control.

Compounding this challenge were existing paper-based processes, which limited efficiency and made it difficult to secure financial workflows and handle the additional workload. Standardizing procurement and supplier management processes quickly became essential to better anticipate financial commitments and prepare for the upcoming French e-invoicing reform.

In parallel, strengthening controls over supplier data (e.g., bank details and legal information) was critical to reduce fraud exposure and ensure ongoing compliance with evolving regulatory requirements.

Objectives

- Handle increased invoice volumes without adding headcount.
- Standardize procurement with systematic use of purchase requisitions and purchase orders (POs).
- Improve visibility and control over financial commitments.
- Enhance security of supplier bank details to reduce fraud risk.
- Prepare for the French 2026 e-invoicing reform.

Solution

A phased approach toward end-to-end automation

McDonald's Force began its transformation in 2014 by implementing Esker Accounts Payable to automate invoice processing. This first step resulted in tangible benefits: reduced manual data entry, accelerated invoice and payment cycles, and secured validation workflows.

In 2015, McDonald's Force extended automation to its procurement processes with Esker Procurement. By standardizing approval workflows and systematic PO creation, McDonald's Force improved visibility over financial commitments and faster accounting entry times.

The transformation continued in 2022 with the implementation of Esker Supplier Management. This enabled the team to eliminate remaining paper-based processes while strengthening controls through automated verification of supplier bank details and improved traceability during supplier onboarding.

In preparation for France's 2026 e-invoicing reform, McDonald's Force has been relying on Esker's solutions and long-standing partnership to ensure compliance and maintain operational agility.

"We chose Esker because the solution is both powerful and easy to use, and we quickly built a strong, trusted relationship with their team."

Cyrille Maton

Financial Control Manager, McDonald's Force





“Today, 80% of our purchases are made via purchase orders, helping us better control our financial commitments while speeding up accounting processes.”

Cyrille Maton

Financial Control Manager, McDonald's Force

Benefits

Greater efficiency, control & security

Thanks to Esker's AI-powered solutions, McDonald's Force has successfully transformed its finance operations — enabling an eight-person team to efficiently manage 150 advertising campaigns per year with efficiency and confidence.

With 80% of purchases now covered by POs, processes are faster and predictable, allowing teams to better anticipate spending and streamline accounting cycles. The shift to fully digital workflows has also improved reliability and compliance, with automated controls significantly reducing fraud risk.

Through its partnership with Esker, McDonald's Force benefits from enhanced budget monitoring and clear, reliable audit trails and more informed financial decision-making.

Highlights

- Faster invoice processing and shorter payment cycles
- Standardized purchasing and invoicing workflows
- 80% of purchases are covered by POs
- Reduced fraud exposure with automated bank detail verification
- Paperless processes with enhanced traceability

Want to transform your purchasing and finance processes like McDonald's Force?

We're here to help.

About Esker

Esker's AI Automation Suite for the Office of the CFO leverages the latest in Agentic AI and automation technologies to optimize working capital and cashflow, enhance strategic decision-making, and improve human-to-human relationships with customers, suppliers and employees. Esker's Source-to-Pay and Order-to-Cash solutions automate any business process while supporting long-term growth strategies. Offering 40+ years of industry knowledge, Esker operates in North America, Latin America, Europe and Asia Pacific with global headquarters in Lyon, France, and U.S. headquarters in Madison, Wisconsin.

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