MITRA QSR SCALES SMART FACILITIES MANAGEMENT WITH ECOTRAK

Ecotrak powers data-driven facilities management for one of the largest franchisees in the United States.

Company

Mitra QSR

About

Taco Bell and KFC franchisee with units across 15 states, 3rd largest domestic franchisee of KFC restaurants

Industry	Customer since
Restaurant	January 2025

Location	We replaced
176	Excel

Challenge

Since opening its first KFC/Taco Bell in 2009, Mitra QSR has rapidly scaled to 176 locations across 15 states. But with that growth came complexity. A lean, remote operations team was suddenly responsible for managing hundreds of high-value assets, from fryers and HVACs to refrigeration systems across a dispersed footprint. Spreadsheets and email chains couldn't keep up. To maintain operational efficiency and support continued growth, Mitra needed a purpose-built facilities management platform that could scale with them. Excel just wasn't going to cut it.

Strategy

Mitra QSR needed a facilities and maintenance management platform that could empower its operations team to work smarter, more efficiently, effectively, and with better data at their fingertips. The team set out to find a robust, scalable solution that would centralize asset information and make it easily accessible across departments, ensuring every stakeholder from operations to finance had the visibility they needed to make faster, more informed decisions.

> **"With Ecotrak, we're being proactive, not just reactive to what's going to happen. It helps us stay positive, keeps the cost control in line. And that's what helps our lean team scale the facilities portion of our business. "**
>
> Jiten Patel - Chief Improvement Officer, Mitra QSR

Solution

In response to these challenges, Mitra QSR chose Ecotrak as their Computerized Maintenance Management System (CMMS) platform. The organization's goal was a centralized facilities management platform that could:

- Ensure both store-level and remote organizational leaders have visibility into all asset data.
- Provide real-time data to inform day-to-day asset maintenance and repair decisions, as well as big picture strategy.
- Keep data intact across the organization, standardizing how assets are tracked and making it easier to reference historical information in the future.
- Reduce costs by optimizing warranty usage, developing proactive maintenance strategies, and responding to performance trends.

Results

- Cost savings through strategic warranty usage and sustainable repair/maintenance decisions.
- Efficient onboarding of hundreds of assets into the Ecotrak system at new locations as the organization grows.
- Full integration between Ecotrak and other company systems and platforms.
- Organizational expansion with a lean staff empowered to work efficiently across locations.

Ecotrak Customers save an average of:

15% R&M COST SAVINGS

5X RETURN ON INVESTMENT

30% TIME SAVINGS ON WORK ORDERS