

# Smart Care Equipment Solutions achieves 86% service technician resource utilization



Following exceptional growth, Smart Care has achieved 86% utilization of technicians within eight months, with IFS Success and Application Management Services.

Smart Care Equipment Solutions, formerly the Equipment Care division of Ecolab, is America's largest independent commercial kitchen equipment service and maintenance organization. Over 250 technicians fulfil more than 250,000 work orders per year across the US.

Recent company acquisitions have seen Smart Care expand both its capabilities and geographical reach. Explains Smart Care's President & Chief Operating Officer, Gyner Ozgul, "We're now supporting heating, ventilation, and air conditioning (HVAC) contracts which has seen a need to rapidly accommodate new and different service flows. In a similar vein, our new capabilities now include water and filtration systems for fresh produce storage in supermarkets. Big, six-month commercial installations require a very different service model to repairing kitchen fires in fast food outlets."

## Priority access for growth

Since January 2020, Smart Care has used IFS in the Cloud including ERP, FSM and PSO via Software-as-a-Service (SaaS).

"We could see, given the fact that we're a cloud SaaS-based customer, that to support the rapid business changes required, we'd need to continue to develop and innovate with IFS on the platform for a sustained period, at least 2-5 years," says Ozgul.

"And we also knew that we'd want priority access to specialist, expert IFS resource regularly, at pace. So, it made sense to build an IFS Success contract into our budget and make it part of our organization's modus operandi going forward."

Smart Care's growth strategy demands refactoring its IT platform to operate multiple service organizations and multiple brands within a single system. "Suddenly we've got to accommodate intercompany accounting within our IFS ERP for up to 10 new company acquisitions a year, integrating 6-8 of them annually. It's a huge demand on IT resources," explains Ozgul.

## About Smart Care

Smart Care Equipment Solutions is a rapidly growing group of commercial kitchen equipment service companies, acquiring 8-10 companies a year. The organization provides customized, local programs and commercial kitchen repair solutions to foodservice operators across the US. Sectors serviced include restaurants, fast food outlets, hospitality, food retail, foodservice management and healthcare.



## Acquiring data

The growing network of affiliates means the company has access to an increasing pool of valuable, but disparate, operational data. “The data we acquire is actually the big prize in all this,” explains Ozgul. “We need to get all our entities onto the same IFS platform, using data and processes in the same way. By integrating data into our own systems, our data warehouse and our analytics strategies, we can commercialize it across the Smart Care customer base. We already capture over 500,000 service events across different ranges of equipment annually. Using Artificial Intelligence (AI) and Machine Learning (ML) we’ll be able to predict service requirements with 80-90% accuracy. If we can do that, within 2-3 years we’ll be able to guarantee equipment uptime with innovative subscription-based service models.”

## Informed consulting expertise

To sustain this growth, since June 2021 the company has subscribed to IFS Tailored Success, executing strategy with an agreed Success Plan. “We need consulting expertise that is informed across the entire gamut of software we use –ERP, FSM, PSO and mobile – and also understands the way we run our business. If we make a change in one area, how will it impact another? Tailored Success gives us direct access to IFS global experts who truly understand those inter-relationships, our business model and ecosystem, to ensure the solution architecture required,” says Ozgul.

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“Having pre-purchased capacity with Tailored Success means we can quote out projects rapidly and immediately start the work. That immediacy dramatically accelerates time-to-value.”

Gyner Ozgul, President & Chief Operating Officer, Smart Care Equipment Solutions

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## Dedicated Success planning

Smart Care has a dedicated IFS Success Manager for resourcing and planning, plus Platinum Support for day-to-day performance and queries tickets. “The number one goal for me, for this organization, is to provide responsiveness. Having those two distinct layers of support is critical to us. As we need to make and execute changes very rapidly due to our growth, and we are running Software-as-a-Service, we need to be at the front of the queue for IFS resource.

## Benefits seen using IFS

- Immediate IFS expertise on demand
- Strategically informed Success Plan
- Accelerated introduction of corrections and changes
- Support for new multi-service business acquisition model
- Technical resource to aggregate and analyze affiliate data
- Increased profitability – technician utilization up to 86%
- Fixed monthly engagement budget



The Success engagement model gives us a fixed number of resource ‘Service Units’ (SUNS) with IFS per year with a fixed quarterly billing, to execute what we have jointly agreed in our Success Plan.

“Bear in mind, too, that when we initially signed up for Success engagement in April 2021, we were primarily just focused on stabilizing our initial implementation of IFS for routine, day-to-day workflows. Neither we nor IFS had any idea our business would need to pivot so rapidly to accommodate new multi-service company acquisitions. Fortunately, by working with an evolving Success Plan, our partnership could quickly adjust to that,” observes Ozgul.

## Ambitious analytics

Ozgul is mindful the executive team has very ambitious plans for aggregating and analyzing data. “It’s not just about pulling affiliate sales data into our data warehouse. Going forward, the goal is line-item detail and profitability analysis for each customer, plus asset and service level data for every customer site. Aggregating all that data, which is changing daily, simultaneously across multiple entities, is complex. Part of our Success Plan now includes scrutiny around best practice concepts for master data management and data governance.”

## Moment of Service™

In terms of commercial results that impact Smart Care’s Moment of Service™, Ozgul is optimistic. “Our goal for technician utilization this year was 80%. We are now clocking at 85-86%. Some of our executives had thought that 80% utilization was a theoretical limit. So that’s obviously driven up our profitability. There’s no question that it’s directly attributable to the people, the process and the technology we now have with this partnership.”

## Choosing success engagement

What advice would Ozgul offer to a company considering IFS Success? “I would say you need to decide first what kind of company you’re going to be. What is your appetite for investment in innovation? For us, our mission statement says we’re going to leverage the richest set of service data to innovate for our customers.

“Plenty of smaller service companies have no desire, or even need, to innovate. But that’s not us. If you’re going to invest in IFS, and want to innovate and grow, a Success Plan is key to getting access to the right resources to deliver for your business – especially if you want to reduce the time from ideation to actual delivery in a production environment.

“Having pre-purchased capacity with Tailored Success means we can quote out projects rapidly and immediately start the work. That immediacy dramatically accelerates time to value: how quickly we can deliver an idea or correction into a production environment.”



## Find out more

Further information, e-mail [info@ifs.com](mailto:info@ifs.com), contact your local IFS office or visit our web site, [ifs.com](http://ifs.com)

