



FITNESS CENTER CASE STUDY

Profile:

A leading nationwide chain of fitness centers wanted to provide a consistent internet experience to its millions of club members. The health club also mandated that any new technology deployed would need to contribute to lowering its telecom costs, create a reliable and consistent online access experience for its clients, be adaptable to all locations, and not require maintenance from its employees.

Challenges:

This industry leader needed to offer high-speed Wi-Fi (50-100Mbps) to customers at each of its clubs to stay competitive. Having clubs in nearly every type of setting, from urban to rural, the clubs had a network comprised of many internet access types including cable, DSL, ethernet, fiber optics and copper. This inconsistent—or sometimes nonexistent—internet was delivered by multiple carriers at very high costs. It needed to upgrade existing clubs and also initiate a scalable and efficient process to enable the brisk pace of opening new clubs every few weeks.

Solution:

The carrier partner ensured that each existing club had adequate bandwidth to support guest Wi-Fi. A combination of cable, fiber, wireless broadband (in remote locations where cable and DSL were not available) was installed. During the entire migration process, the carrier provided complete project management to ensure that turn ups were smooth and didn't disrupt the club's business. In addition to installing reliable internet and Wi-Fi access points, all telecom services are now monitored and managed 24/7/365 by the carrier's highly trained and certified Network Operating Center (NOC) engineers. This was all consolidated to a dedicated, single point-of-contact for all telecom services, regardless of service type, geography, or underlying provider.

Increased Reliability & Performance:

This national fitness center leader now has real-time monitoring and reporting for all its telecom systems at all locations with greatly improved internet access performance. Line availability has been increased to 99.88% and service request time has been reduced to less than one hour in 88.99% of all requests. In addition, due to the carrier's network redundancy, the services are more reliable and secure than they've ever been.

About Boon Networks:

Boon Networks is a leading global consulting firm providing integrated digital communications solutions for a wide range of businesses. Working with over 200 of the top carriers and providers, we converge all communications into a seamless proprietary network enabling our clients to easily deploy and manage technology-driven voice, data, wireless and cloud contact center solutions worldwide. Boon's extensive experience and customized network designs boosts business productivity, reduces costs and streamlines operations. Visit BoonNetworks.com

DRIVING VALUE

CHALLENGE

- Expensive, inconsistent and limited internet access
- Wi-Fi varied at existing locations; it needed to be installed quickly at new locations
- Multiple vendors and no central management

SOLUTION

- Wireless Broadband: Provides broadband in remote locations where regular broadband isn't available
- Cable: Met broadband speed requirements
- Managed Wi-Fi: Provides consistent member experience at every location with monitoring and management

SAVINGS & CONSOLIDATION

The club ended up saving over \$190,000 per month. Consolidation of POTS, cable, DSL cloud PBX and dedicated lines into a high performance network. Over 20 carriers and 100's of accounts were merged into one managed account with with one point of contact and invoice.



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