crexendo®
Powered by NetSapiens

CASE STUDY

Future-Proofing a Nation-wide Fitness Club and Saving Them Money

INDUSTRY: FITNESS

Locations: 700+
Lines: 3,500+
Deployment: 4 months
Savings: $2.1M Annually
Challenge: Disruption in service, new and old buildings, fire alarms, elevators, emergency phones, 150+ different service providers/vendors, new construction, lines required for permits, loss of connectivity means loss of revenue.

BENEFITS:

- Seamless transition
- Immediate ROI
- 100% Managed Service
- Insight and cost control
- Single Vendor
- Future-proof business operations

"The writing is on the wall. We all knew this change was coming. By making the switch, we modernized our telecommunications, and saved the company millions of dollars."

— Vice President of Telecommunications

crexendo®
Powered by NetSapiens

THE CHALLENGE

A prominent Nationwide gym with over 700 fitness clubs in 11 states wanted to lower their exorbitant telephone bill from many providers / vendors as well as eliminate headaches from deteriorating copper infrastructure. Forward thinking executives knew that traditional copper wire lines would soon become a thing of the past. The FCC already approved discontinuation of copper wire POTS. Future-proofing the business and cost control was a priority.

Further, the client had new construction. If they continued to use POTS lines, the new construction would have to deal with telecommunication vendor delays, resulting in costly permits and fines. The company needed to switch from First Generation POTS lines in both their old and newly constructed buildings without disruption to a business which never closes.

Each gym had POTS lines for fire alarms, elevators, emergency pool phones and modems for out-of band management.

Further, the company experienced poor service from their telephone aggregator provider. When there was a problem with a line, crews were very slow to respond, costing them business.

The phone lines for this customer are mission critical to their business. Down lines equate directly to gym closures and lost revenue. If the fire alarm system went down, the company would have to dedicate employees to a costly “fire watch.”

OUR SOLUTION

The customer evaluated several options; however, they choose our solution as we could offer a complete solution from one nationwide vendor. Having a comprehensive, managed service provider that could project manage the entire conversion was one of the deciding factors.

The solution was deployed without disruption to the 24-hour business, at their locations, on their schedule, performing a seamless transition when customer traffic would be least affected. The voice, security system, environmental, and fire control systems did not go down and the nation-wide chain now relies on our Next Generation POTS lines.

With this managed service and cloud enabled platform, the fitness chain was upgraded to future proof technology and their telephone bill was reduced by 50% which translates into more than $1.5M savings annually.

FEATURES & BENEFITS

We provide an ever-evolving platform that replaces First Generation POTS lines with Next Generation POTS lines that are future proofed. Business continuity is assured. Clients receive one bill from one vendor, regardless of locations in multiple states. We provide real-time analytics, remote management, monitoring and exceptional support.