



CASE STUDY

# National Fitness Club

## The best internet access with managed Wi-Fi at all club locations.

To stay competitive, this nationwide chain of fitness centers needed to offer a consistent internet experience to its millions of club members. The health club required that any new technological advancements contribute to lower telecom costs, create a consistent and modern experience for its clients, be adaptable to all locations, and not require maintenance from its employees.

### Customer

Headquartered in California, our client is a leading health club industry pioneer. It serves over four million members in its clubs across the U.S.

### Challenge

This industry leader needed to offer high-speed Wi-Fi (50-100 Mbps) to customers at each of its clubs to stay competitive. Having clubs in nearly every type of setting, from urban to rural, our client had a network comprised of many internet access technologies 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 accommodate the brisk pace of opening new clubs every few weeks. In addition, the new solution had to be delivered with measurable results and mitigated risks, managed and monitored by one team, not multiple vendors.

### Summary

#### COMPANY PROFILE

- Hundreds of clubs with millions of members
- Customer since 2014

#### CHALLENGE

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

#### FEATURED SOLUTION

- Line of Sight 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 MetTel's monitoring and management
- Bruin Platform: Manage inventory, usage, spend, reporting and repairs
- Monitoring and Management: 24/7/365 NOC staffed by certified engineers

#### KEY RESULTS

- 60% savings from consolidation of 3,000+ digital lines and 200+ broadband lines
- Increased reliability and decreased repair time
- Every club has high performing Wi-Fi creating a uniform experience for members

## Solution

MetTel ensured that each existing club had adequate bandwidth to support guest Wi-Fi. A combination of cable, fiber, Line of Sight Broadband (in remote locations where cable and DSL were not available) was installed. During the entire migration process, MetTel 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 MetTel's highly trained and certified Network Operating Center (NOC) engineers. MetTel provides a dedicated, single point-of-contact for all telecom services, regardless of service type, geography, or underlying carrier. In addition, MetTel's best-in-class and easy-to-use online platform streamlined all billing, reporting, help desk, invoicing and inventory management functionality. With this platform, MetTel standardized processes for placing and tracking MACDs across all carriers and all its locations. Today, it provides a centralized view and management of telecom services, deep technical resources, and award-winning customer service, all available 24/7.



## ABOUT METTEL

MetTel is a leading global provider of integrated digital communications solutions for enterprise customers. By converging all communications over a proprietary network, MetTel enables enterprise companies to easily deploy and manage technology-driven voice, data, wireless and cloud solutions worldwide. MetTel's comprehensive portfolio of customer solutions boosts enterprise productivity, reduces costs and simplifies operations.

## Results & Impact

### SAVINGS & CONSOLIDATION

Our client is now saving more than \$194,000 per month because of MetTel's consolidation of POTS, cable, DSL, Cloud PBX and more. MetTel integrated 22 carriers into one managed account with one point of contact and invoice.

### CONTROL & PERFORMANCE

With centralized control at hundreds of locations and nearly 2,000 telecom accounts, this premier fitness provider now has a cost saving plan, which is in effect year after year at a discounted rate for the life of the contract. MetTel provides high-speed internet and managed Wi-Fi to all clubs nationwide, meeting requirements to create a uniform customer experience. The networking system is completely managed by MetTel so our client's employees can focus on their business and club members.

### INCREASED AVAILABILITY & IMPROVED PERFORMANCE

The health club giant now has real-time monitoring and reporting for all its telecom systems at all locations with greatly improved telecom 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.

And, because of MetTel's network redundancy, the system is more reliable than ever, more secure and it operates completely within its own parameters.