

CASE STUDY

# 24 Hour Fitness

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

24 Hours Fitness needed to offer a consistent internet experience to their millions of club members to stay competitive. They required that any new technological advancements contribute to lower telecom costs, create a consistent and modern experience for their clients, be adaptable to all their locations, and that any solution not require maintenance from their employees.

### Customer

Headquartered in San Ramon, California, 24 Hour Fitness is a leading health club industry pioneer. They serve over four million members in over 400 clubs across the U.S.

### Challenge

24 Hour Fitness partnered with MetTel to provide high-speed internet (50-100 Mbps) at all of their clubs nationwide along with managed Wi-Fi. Having locations in nearly every type of setting, from urban to rural, their clubs had many internet access technologies including cable, DSL and ethernet, with both fiber optics and copper. This inconsistent—or even nonexistent—internet was delivered by multiple carriers at very high costs. They needed to upgrade their 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, within a solution that would be managed and monitored by one team, not multiple vendors.



### Summary

#### COMPANY PROFILE

- 400+ health clubs with 4+ million 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

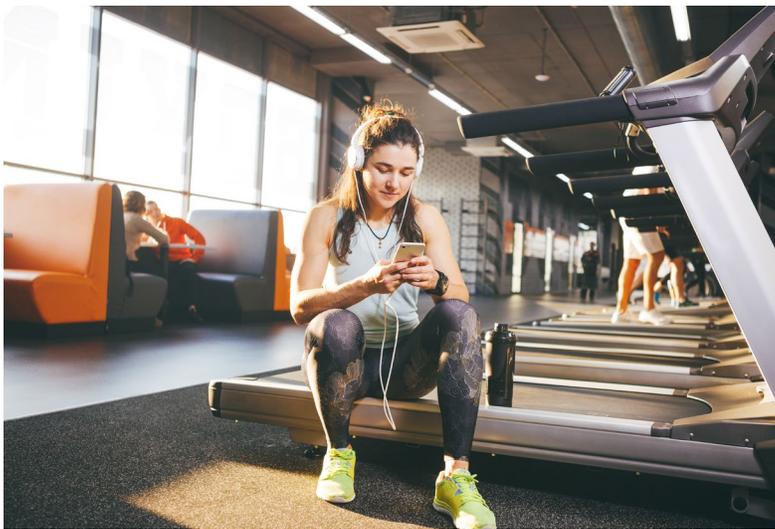
#### KEY RESULTS

- 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 their members

## Solution

MetTel ensured that each existing club had adequate bandwidth to support guest Wi-Fi. They installed a combination of cable, fiber and even Line of Sight Broadband in remote locations where cable and DSL were not available. 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 their processes for placing and tracking MACDs across all carriers and all 468 locations. Today, it provides a centralized view and management of telecom services, deep technical resources, and award-winning customer service, 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.

For more info, contact your MetTel agent or visit [mettel.net](http://mettel.net).  
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## Results & Impact

### SAVINGS & CONSOLIDATION

24 Hour Fitness is now saving more than \$194,000 per month because of MetTel's consolidation of their 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 400+ locations and 1,500 telecom accounts, 24 Hour Fitness 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 of their clubs nationwide, meeting their requirements to create a uniform customer experience. The networking system is completely managed so their employees can focus on their business and clients.

### INCREASED AVAILABILITY & IMPROVED PERFORMANCE

The health club giant now has real-time monitoring and reporting for all its telecom systems at all 400+ 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 system redundancy, their system is more reliable than ever, more secure and it operates completely within their own parameters under their control.

