



Future-Proofing a Nationwide Fitness Club and Saving Them Money



“The writing was 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

Challenges

A nationwide gym chain with over 700 locations across 11 states aimed to reduce their high telephone bills and eliminate issues caused by outdated copper infrastructure. Aware that traditional copper lines were becoming obsolete, they prioritized future-proofing and cost control, especially given the FCC's approval to discontinue copper POTS.

With new construction underway, relying on POTS lines would lead to vendor delays and costly permits. They needed a seamless transition from POTS to modern solutions without disrupting their 24/7 operations. Each gym relied on POTS for critical services like fire alarms and elevators.

Additionally, the gym faced poor service from their phone provider, with slow response times to line issues that affected operations. Reliable phone lines were crucial; outages could lead to gym closures and lost revenue, including costly fire watch procedures if alarm systems failed.

Industry: Fitness



Locations: 700+



Lines: 3,500+



Deployment: 4 Months



Budget: \$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.





Results

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 upgrade to future proof technology and their telephone bill was reduced by 50% which translates into more than \$1.5M savings annually.



-  Seamless Transition
-  Immediate ROI
-  100% Managed Service
-  Insight and Cost Control
-  Single Vendor
-  Future-Proof Business Operations

\$2.1m Savings

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.

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