Future Proofing a Nationwide Fitness Club and Saving Them Money

INDUSTRY: FITNESS

- **Locations: 700+**
- **Lines: 3,500+**
- **Deployment: 4 months**
- **Budget: $2.1M Annually**

SOLUTION OVERVIEW

The customer selected our solution because we offered a comprehensive, nationwide service from a single vendor capable of managing the entire project. We deployed the solution seamlessly across all locations without disrupting their 24-hour operations, ensuring that critical systems like voice, security, and fire control remained fully operational.

Our managed service and cloud-enabled platform upgraded the fitness chain to future-proof technology, cutting their telephone bill by 50% and saving them over $1.5 million annually.

BENEFITS

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

AT A GLANCE

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.

"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

Simplicity VoIP

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 crit- ical 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.

THE BOTTOM LINE

Sold exclusively through telecommunications providers, resellers, and MSPs, TELCLOUD provides a next generation white label CPaaS solution that is easily replaces legacy copper POTS lines with a future-proofed infrastructure you can count on. Through industry leading hardware and managed services, we provide 99.999%reliable, regulatory compliant, cost effective, and high-performance solution that solves the maintenance and monetary issues created by an aging copper line infrastructure. No matter the business or organization, TELCLOUD is perfectly positioned to bring your business telecommunications lines into a future of modern communication standards.