

## OPTIMIZING OPERATIONS AND MEMBER EXPERIENCE

ONE LDN is a new generation gym with a philosophy that is powering business growth throughout the UK. With a large mix of studio classes, cutting edge fitness equipment, alongside a high-tech gym under one roof, it's the perfect place to achieve your health & fitness goals in London. For the new flagship facility, leadership chose to invest in a unique technology ecosystem from GANTNER and Technogym.

### The Criteria

#### One Club Management System

"When we developed our new business proposition, we wanted an all-encompassing system; the criteria being that members use one piece of technology to access the club, their Technogym MyWellness Cloud, and lockers," explains UK Operations Manager, Matt Payne. Ultimately this solution plays a crucial role in optimizing operations and member experience. After investigating the market, it quickly became clear only GANTNER could develop this one-stop club management solution.

### The Solution

#### A Tried & Tested System

GANTNER's solution for access control, electronic locking for lockers, and cashless payment is entirely one of a kind. Combined with a fully integrated GANTNER system, the MyWellness Key acts as a universal credential for access, lockers, and the tracking of personal fitness goals and workout plans.

To realize this project, GANTNER provided extensive engineering and technical support. "GANTNER was open and quick to work with other suppliers and to facilitate integrations for a full system solution. The fact that they provided a tried and tested system, and already worked with Technogym was a big selling point," states Payne.



#### Secure Access Control

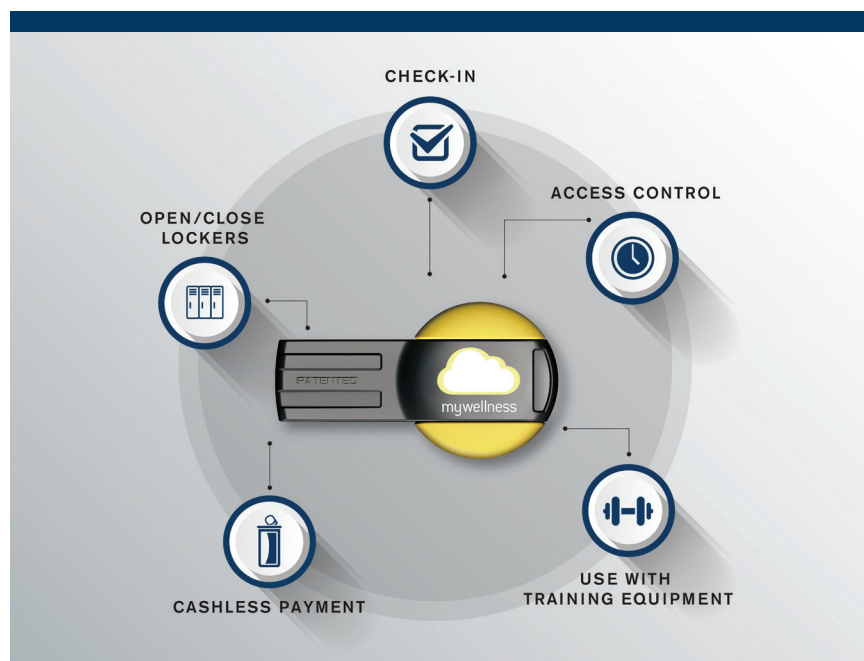
To gain entry, members enter through turnstiles, controlled by GANTNER access terminals. Turnstiles prevent unchecked entries and ensure that during peak times, all members check-in.

#### Locker Management

To manage the facilities lockers, ONE LDN opted to use GANTNER's networked locking system for lockers. Using the accompanying locker management software,

operators can see in real-time which lockers are in use and can program automated openings for night-time cleaning staff.

"From our point of view, it's absolutely perfect. At night, we pop all the lockers open from the front desk without needing to break pad locks." When members join, they are educated and know what to expect. "Because members understand that at midnight all the lockers will pop open, they generally do





not leave their belongings,” explains Payne.

Additional system features, include a networked alarm, the ability to limit locker usage to one locker per member, rental locker mode, and locker usage statistics. “Using the statistics, we can easily see how long a member used a locker,” says Payne.

Locker usage statistics provide valuable information regarding member behavior and how the club is used. In the future, the club plans to rent lockers for an

additional fee. Thanks to integration with the club’s POS and club management softwares, the process of managing locker rentals will be entirely automated.

### What’s next

After the successful opening of its first London location, ONE LDN has expanded this unique club concept to numerous UK locations. To maximize the value created by the GANTNER and Technogym ecosystem, operators are investigating the possibility of integrating additional applications, such

as cashless payment. Using their WellnessKey, members could conveniently purchase club products or services without needing to present an alternative form of payment. In addition to improving member experience, client data shows the ease and convenience of cashless payment can lead to a 30% increase in POS revenue.



“ The GANTNER team has been brilliant and we will be using this system in the rollout of future clubs. ”

Matt Payne  
Club Manager  
ONE LDN

### Ready to Learn More?

For more information, go to our website: [gantner.com](http://gantner.com) or e-mail: [info@gantner.com](mailto:info@gantner.com)

#### PROJECT DATA

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GAT Access 6100  
GAT NET.Lock 7000  
GAT Relaxx Management Software

##### Club Management Software:

EZ-Runner

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