

CASE STUDY



CHUZE FITNESS



OVERVIEW

Chuze Fitness is a full-service fitness chain with approximately 21 locations spanning three states in the Southwest: California, Arizona and Colorado. Their family-friendly, fully outfitted fitness centers range from 20,000 to 40,000 square feet and include a host of amenities—fitness equipment, classes, pool and spa amenities such as steam room, infrared saunas, hydro massage, and tanning, specialty services and free Wi-Fi.

REQUIREMENTS

- Deliver exceptional Wi-Fi service for members and employees
- Access points able to support high-density environments with hundreds of concurrent users streaming music and videos
- Reliable coverage for facilities ranging from 20,000 to 40,000 square feet
- Centralized management of their WLANs

SOLUTION

- Ruckus Cloud Wi-Fi
- 74 Ruckus Wi-Fi APs

BENEFITS

- Fast and reliable Wi-Fi service that satisfies fitness customers and employees alike
- Visibility and control of the WLANs across all 21 locations with the ability to review analytics to ensure that the WLAN is performing optimally
- Ability to quickly provision value-added services such as social media login and customized member portal
- Simplified and speedy deployment to meet the needs of their fast-growing retail chain

INTRODUCTION

At Chuze Fitness, the focus is first and foremost on customer service. In business since 2008, Chuze Fitness makes working out affordable and fun for everyone—for the price of a few lattes per month. With approximately 21 clubs across Southern California, Arizona and Colorado, Chuze Fitness offers well-maintained, state-of-the-art equipment and facilities; a menu of exercise options that appeal to all age groups and fitness levels and specialty services. Offerings include everything from Zumba and yoga to boot camp and first-run movies on big screens in rooms outfitted with cardiovascular machines.

Chuze Fitness management is well aware that, in today's digital age, reliable Wi-Fi is an essential service. Many customers like to stream music or videos as they work up a sweat. With that in mind, Chuze Fitness wanted to make sure their members have a first-rate experience with every visit—and that includes fast and reliable Wi-Fi.

CHALLENGES

With growing demand for Wi-Fi by members, upgrading their wireless LAN became a priority. "Our members view free Wi-Fi access as a 'must-have' service. Connecting to YouTube, Spotify and Pandora helps them get through their workout and enjoy their experience more," says Kris Peterson, Chuze Fitness Chief Information and Marketing Officer. "It made sense for us to re-evaluate our network to see where we could make improvements."

Peterson discovered that bandwidth availability, coverage and performance were less than optimal with their previous solution. At the time, each club typically had only one access point (AP), which was shared by members and internal operations. Even though Chuze Fitness added more APs at its locations, problems persisted. The APs often crashed, and the older routers were not supplying customers with sufficient bandwidth, resulting in slow and intermittent service. Chuze Fitness clubs occupy a large amount of square footage, and coverage was far from adequate, with many "blind spots."

SOLUTION

Peterson decided that Ruckus was the right vendor for Chuze Fitness, based on recommendations from colleagues and from the company's technology service provider, TeamLogic IT of San Diego. TeamLogic IT deployed Ruckus Cloud Wi-Fi across all locations and is now actively involved in day-to-day management of the network. "The ease of deployment was a big thing, having worked with other vendors' wireless deployments, which were complex and often problematic," says Michael Schwartz, owner of TeamLogic IT of San Diego.



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KRIS PETERSON

Chuze Fitness, CMO

TeamLogic IT of San Diego took a phased approach to the project, setting up one club with multiple ZoneFlex™ indoor 802.11ac Wi-Fi APs. When the first deployment proved successful, TeamLogic IT proceeded with the remaining locations. The entire deployment consisted of 74 APs across all locations and took about three months total to complete.

At the newer clubs, TeamLogic IT hardwired the Ruckus Wireless APs, but some of the older clubs did not have hardwired Ethernet connections available other than at the front desk. Schwartz and his team felt that a mesh network—where APs connect wirelessly to a few hardwired APs—would be a viable solution, minimizing the need for expensive cabling. The mesh network was easily enabled through the Ruckus Cloud Wi-Fi interface.

“We set up a Wi-Fi network for our corporate operations and for members at Chuze Fitness. Now we even have tablets and kiosks where guests can sign up for a class or training sessions and new members can fill out applications,” says Peterson. “It’s a real competitive advantage to have Ruckus at our locations—and our customers are very happy with their Wi-Fi experience.”

To simplify management, Chuze Fitness and TeamLogic IT of San Diego opted for the ease of use and flexibility of Ruckus Cloud Wi-Fi. TeamLogic IT of San Diego monitors and manages all locations from a single centralized web-based dashboard and through the mobile app.

“We have great visibility across all 21 locations with Ruckus Cloud Wi-Fi. We can enable APs with a few clicks on the management console, which accelerates deployment. Now we can remotely check bandwidth, get usage information and other analytics and even monitor security,” explains Schwartz. “We are instantly notified when an AP is down, and we can reboot an AP with one click from the mobile app.”

The Ruckus Cloud Wi-Fi mobile app is a time-saver for TeamLogic IT technicians out in the field, who use it for AP deployments and to check connectivity. “The mobile app is really convenient for ensuring that the APs are passing traffic after deployment,” says Schwartz.

Chuze Fitness and TeamLogic IT of San Diego are enthusiastic about diving deeper into Ruckus Cloud Wi-Fi capabilities and are exploring ways to improve guest access. They are currently collaborating on social media logins and other means to eliminate the need for passwords. This will enable members to use their LinkedIn, Facebook or Google credentials to access the club’s Wi-Fi. They are also looking at using membership numbers for authentication. They also plan to customize the portal so that they can promote new club services to members. Another area of interest is a geo-spatial feature that could pinpoint the location of members at any given area in the gym and could open up additional marketing opportunities.

Both Chuze Fitness and TeamLogic IT of San Diego are pleased with the positive experience they’ve had with Ruckus. “We try to be the best at everything and don’t want anything to slip. Ruckus has helped us step up our game with state-of-the art Wi-Fi, so that we can truly become the best of the best,” recounts Peterson.