

# Linksys Helps Margo create a groundbreaking Fitness Studio experience for her connected customers

## Industry

Health club

## Company Size

15-20 employees

## Overview

As a successful independent personal trainer, Margo decided it was time to develop her own gym and take her small business to the next level. She envisioned a modern “connected gym,” featuring network-connected machines that can track customer progress and the ability to support customer devices, such as smartphones, fitness trackers, and heart-rate monitors. This required expanding the reach of her network to cover all endpoints, providing extensive Wi-Fi coverage, and creating a guest network—all of the above were achieved through high-performance switches and access points by Linksys.



## Objective

Find a networking solution that would enable better connectivity around the gym and office, elevate group and individual workouts, improve daily tasks and processes, and support future franchise expansion.

## Background

Serving up some of the most popular group workouts in her market, Margo and her team of 15 specialized instructors offer workouts through a variety of cardio and strength classes, including high-intensity Pilates, flow yoga, stationary rowing, cardio barre, HIIT, and indoor cycling.

As a “connected gym,” the studio differentiates itself with its highly technological and gamified approach to fitness—making it heavily reliant on its network from the back of the house (temperature automation, social media, training, payments, and payroll) to the gym floor (check-in and scheduling portal, music streaming, and an on-demand health food/drink delivery system). Moreover, the gym’s equipment is Wi-Fi enabled and offers a unique software

solution that allows clients to not only track their personal progress, but also compete against each other in simulated running, rowing, and cycling events that award a variety of prizes.

## The Challenge

The Studio occupies a 15,000 sq. ft. converted warehouse in a former industrial complex zone. Margo was thus able to land an affordable facility that could comfortably house multiple specialized workout rooms, a merchandise shop, kitchen, break room, locker room, several showers, and an office. However, the original infrastructure was ill-equipped to support the wireless and networking needs of a modern facility.

Because Margo wished to preserve the building’s history, she opted for a retrofit over a rebuild, but the building still required a complete technological overhaul. Most importantly, since wireless networking is integral to the Studio’s services, it was imperative to partner with a vendor that could offer quality, comprehensive, reliable, and cutting-edge solutions.

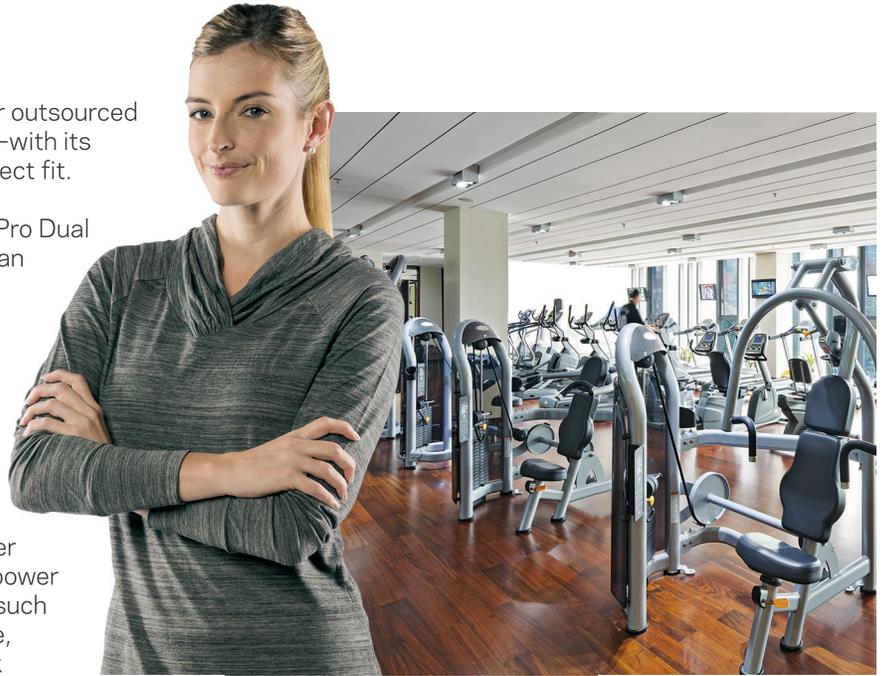
## The Solution

After extensive research and consultation with her outsourced IT services team, Margo determined that Linksys—with its quality, high-performance products—was the perfect fit.

From Smart PoE+ switches to Wireless-AC1750 Pro Dual Band access points, Linksys provided Margo with an affordable, scalable, and trustworthy solution.

### Smart PoE+ Switches

- Connectivity and bandwidth are critical to the Studio. Linksys smart switches offer numerous QoS features that enable the staff to operate at peak efficiency with prioritized real-time applications.
- Linksys Smart Switches support the latest Power over Ethernet Plus (PoE+) standard for greater power budgets. This simplifies advanced deployment, such as Wireless AC, IP telephony, and IP surveillance, by allowing users to connect and power network endpoints through standard Ethernet cables—all without installing additional power supplies or electrical wiring costs.
- Hands down, the network is the bread and butter of the Studio's operation. Therefore, securing the network is critical to its bottom line. Linksys smart switches provide advanced network security, with Port authentication and MAC-based port security, to ensure data passes to authorized clients only. Moreover, advanced DHCP snooping and IP-MAC binding functions safeguard network integrity and help prevent attacks.



### Access Points

Linksys Wireless-AC Access Points provide fast, secure, efficient, and convenient wireless connectivity and user experiences throughout the office and gym floors.

- In addition to connected equipment, the Studio's Wi-Fi must support the growing number of wireless devices clients bring in. Each access point can service up to 60 on-site wireless devices simultaneously.
- In addition to providing a superior wireless experience, Margo chose 802.11AC access points, so clients can continue to use their latest and greatest mobile devices as intended, as the network is ready to support the technology and throughput they demand.
- Linksys Access Points also support the Captive Portal feature, a customized Wi-Fi hotspot service that secures and prevents any unauthorized guest access.
- For the IT administrator, clustering allows the wireless network to be managed quickly and efficiently:
  - **Single Point Control:** "WLAN Controller-less," SW-based Centralized AP Management Interface to control wireless services and manage any joined cluster-APs.
  - **Automatic Synchronized Configuration:** Any last AP configurations made will propagate to all joined cluster-APs.
  - **Auto Channel Selection:** Simple channel planning across the entire wireless network to avoid channel-overlapping.
  - **Shared WLAN Client Table:** Single view of all connected wireless clients on the network.

The quality of the network allows employees to simultaneously work across the back and frontends of the business. They can stream music and media, continually sync equipment with centralized software, run complex applications, track payroll, schedule classes, and offer complimentary Wi-Fi to BYOD customers.

Through innovative and scalable networking solutions, Linksys helps small business owners like Margo grow, differentiate, and take their businesses to the next level—every day.