

Case Study: Holiday Gym

Biometric Access Control and Attendance Solution



The Company

Holiday Gym was created in Spain over 25 years ago, in an attempt to break with the traditional idea of fitness and introduce a new concept. The company aims not only to improve its members' physical fitness, but also to promote mental health and well being. True to its motto "fitness by and for all", Holiday Gym currently has 13 locations throughout Madrid and one in Alicante.

With over 30,000 active members, state of the art equipment and a staff of nearly 500 professionals, Holiday offers excellent value to its members. It is one of the fastest growing fitness clubs in Spain, and an undisputed leader in the industry.

In 2007, Holiday Gym began searching for a turnkey physical access control system that would simplify club access for members, and allow the company to efficiently keep track of employee attendance. For this challenge, they turned to Xelios Biometrics.



Quick Facts: Holiday Gym

- 13 locations and more than 30,000 members*
- Nearly 500 employees on staff*
- Over 125 fitness classes per week total*
- Average of 1300 visitors per day across all clubs*
- Average of 200 visits per day at peak hours*
- Two levels of membership: standard and VIP*
- VIP members are able to access any club location*



The Challenge

With nearly 30,000 members and 500 staff across the country, Holiday needed a way to streamline club access for members and staff. Their card-based solution was not ideal because members and staff could lose their cards, lend them to friends, or even forget the card at home. This led to lost revenues and time inefficiencies.

Scheduling had also become difficult because the clubs employ not only their own staff, but also independent personal trainers and fitness instructors. Managing employee schedules and combating absenteeism became a priority for Holiday, not only for economic reasons but also to ensure the quality of activities and services being offered.

Holiday began to search for an integrated, turnkey technology solution that would eliminate fraud, simplify club access for members and staff, and ensure that staff attendance and salaries were correct. Xelios Biometrics had the answer.

Xelios Biometrics Solution

In November 2007, Holiday Gym contacted Xelios requesting a customized solution to address their needs. The chosen solution would need to simplify club access for members and prevent non-members from entering the facilities. It would also need to keep track of staff attendance in order to simplify Holiday's payroll process.

Xelios agreed to install a pilot system in one of Holiday's busiest clubs for a period of three months, in order to demonstrate the efficacy of the biometric solution. The pilot was wildly effective and in January 2008, Holiday decided to deploy the biometric solution in all ten clubs across Spain.

Xelios' biometric solution completely replaced the previous card-based solution at Holiday. It allows both standard and VIP members to access Holiday Gyms without a card, saving both time and money. It also keeps track of staff attendance and work hours.

The biometric solution consists of an enrollment station (for user fingerprint capture) at each club, located in the reception area. This is where a club employee inputs a new user's data and fingerprint; this information is stored in a central database. Each club also has a physical access control terminal at its entrance, connected to a turnstile. This device compares an employee or member's live fingerprint to the one stored in the database; if there is a match the turnstile opens and the member is allowed access. A record of the transaction is stored in a database for employee payroll purposes. The system is even immune to network outages because each terminal has on-board memory.

Biometric Hardware

MorphoAccess MA500+

MorphoAccess terminals are deployed on turnstiles to allow members and staff secure access to the club. All without the use of a card or key.

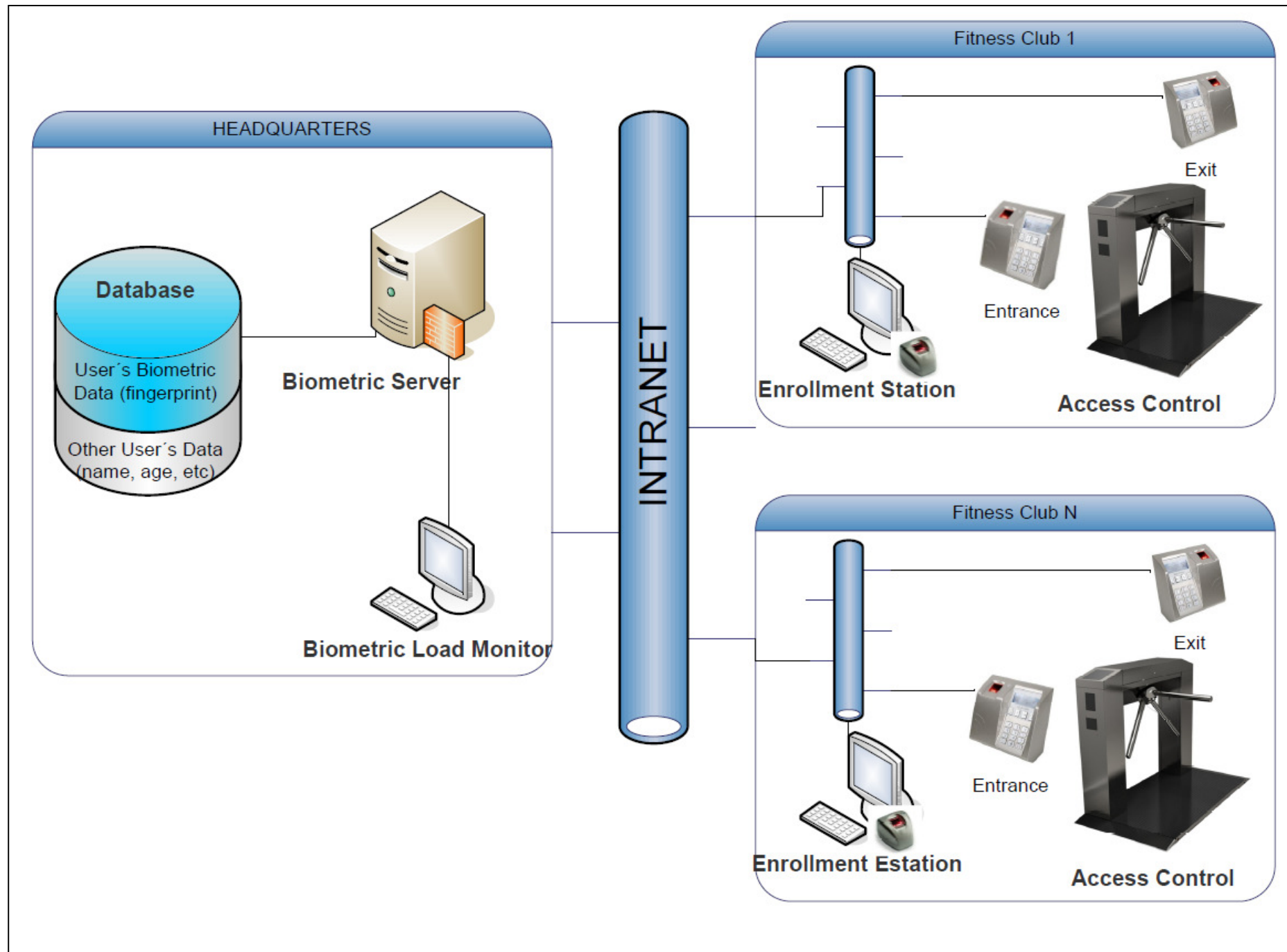


MorphoSmart MSO300

MorphoSmart fingerprint readers are used at each club to enroll new members. User data is stored in a central database where it can be accessed by terminals.



Holiday Gym: Solution Schematic





Results

Holiday Gym has realized numerous benefits since deploying our biometric solution in 2008. It has helped the company to continue its rapid growth, while simultaneously improving security and eliminating lost revenue due to fraud.

User Convenience: Members and staff at Holiday Gym are now able to access facilities in less than a second, using only their fingerprint. It's no longer necessary to carry cards or keys.

Fraud Reduction: Once the Xelios solution was deployed, Holiday realized that member numbers during peak hours decreased markedly. They discovered that roughly 20% of the 'members' present at peak hours were actually accessing clubs without paying.

Absenteeism control: It's no longer possible for staff to make time sheet errors or falsely report their attendance. Because staff must sign in with a fingerprint and attendance are always spot-on.

Improved Security: Locker room theft was a small but persistent problem. By cross referencing thefts with user log-ins at various facilities, the gym was able to find the perpetrators.

Convenient Merchandizing: Members are able to purchase merchandise using their fingerprint, rather than having to carry cash during a workout session. The result: increased sales and customer satisfaction.

Marketing Benefits: As an added benefit, Holiday was able to leverage their biometric system in marketing materials. As a premium club with discerning members, Holiday is proud to advertise that they have the very latest tech solutions to benefit its members.

Testimonial

By implementing Xelios' fingerprint-based access control system at our facilities, we eliminated the fraud issues that we had with our magnetic stripe cards. Like everything new (we were the first in our industry to use this technology) we were apprehensive, but we quickly overcame this as our members and employees realized the speed and convenience of the Xelios solution. Of course, people who were using the *previous* system fraudulently were a little less satisfied... Overall, implementing the biometric system was a great advance in the eyes of our members. And for the company, the solution is very cost effective, reliable, and prevents absenteeism. In summary, both members *and* staff are happy with the solution.

-Miguel Ángel Hernán, IT Manager



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