



## Equinox Fitness

### Getting Customer Service into Superior Shape

Rated “America’s healthiest gym” by *Health Magazine*, Equinox Fitness offers an upscale fitness experience through its industry-leading personal trainers, world-class group fitness programs, luxurious spas, and award-winning club designs. To help its high-profile clientele and corporate members get in shape, Equinox Fitness operates more than 47 fitness clubs in nine major regions that include New York, Boston, Washington D.C., Connecticut, Florida, Chicago, Dallas, Northern California, and Southern California.

An important factor to ensuring Equinox Fitness members receive the high level of service they have come to expect is the smooth operation of the more than 1,200 workstation computers used by the different clubs’ staff. To enable the optimal operation and availability of those workstations, Equinox Fitness leverages LANDesk® Management Suite to simplify systems management and lower administrative costs.

#### Business Needs

- Centrally manage all of its 1,200 workstations distributed among its 47 locations across the U.S. with greater ease and efficiency.

#### Solution

- LANDesk® Management Suite

#### Business Benefits

- Reduce time for recurring software deployment and tasks updates from 100 man-hours to minutes
- Streamline help desk operations to improve efficiency and reduce headcount
- Improve remote control response from seven-second delay to near-real-time
- Enable educated budget forecasting and project planning through a clearer understanding of system inventories
- Reduce software license cost by licensing only those applications actually used

#### Simplified Centralized Management

Just like any other geographically dispersed organization, Equinox Fitness needed a centralized desktop management solution that would address its software installation, asset management, and remote troubleshooting needs. “We are a centralized organization as far as IT is concerned,” says Christian Fortucci, Director of Networking and Infrastructure at Equinox Fitness. “We don’t employ IT representatives at our individual clubs. So, we needed a solution that would let us easily see and manage all the assets we have out in the field, and that’s exactly what LANDesk Management Suite provides us.”

One of the major headaches Equinox Fitness once had before taking advantage of LANDesk Management Suite was keeping its software up-to-date on all of its club PCs. “Since our membership management program is a client/server application, once you upgrade the server database, you have to upgrade all the clients at the same time,” Fortucci says. “Prior to LANDesk, we would have to have a team of 10 people come in after hours and spend about 10 hours remotely upgrading every machine using pcAnywhere. It was extremely time consuming. Once we deployed LANDesk, it simply became a matter of scheduling a job to push the update to all the PCs. Now with LANDesk it just takes a few minutes to do what used to take 100-manhours.”

In addition to simplifying the annual update of its membership management program, Equinox Fitness also leverages LANDesk Management Suite to deliver monthly tips and policies to its front desk employees. “We have customized screen savers on all our front desk machines to help our employees know how to be courteous and to advise them on things they should watch out for while working the front desk,” Fortucci says. “We create and deploy a new screensaver every month, which wouldn’t be possible without LANDesk.”

## Streamlined Help Desk

When employees at any of the Equinox Fitness clubs have issues with a computer, the help desk technicians use LANDesk Management Suite to easily remote-control the computer and quickly address the problem. “Prior to LANDesk, we were using pcAnywhere for remote control, but LANDesk is definitely superior, especially in terms of speed,” Fortucci says. “LANDesk delivers much better performance for remote control. With pcAnywhere, we might have a seven or so second delay, but when you’re using LANDesk remote control it’s almost as if it’s real-time. It’s a dramatic difference.”

Coupling the remote control capabilities of LANDesk with its centralized software distribution also allows the help desk to be much more efficient. “With the ability to quickly distribute a software package, we don’t have to troubleshoot application issues nearly as long,” Fortucci explains. “If the help desk can’t repair the application within 10 minutes, they can simply deploy a new package and it’s fixed. Essentially, LANDesk enables us to streamline everything so we can be more efficient and provide a higher level of customer service with a lean help desk staff.”

## Greater IT Insight

The inventory management capability in LANDesk Management Suite also assists the help desk at Equinox Fitness in its troubleshooting efforts. When users call in with issues, the technicians can look at the software inventory and see if anything was installed in the past day or so that might have caused the problem. Inventory management helps the whole IT group and management in many other ways as well.

“If we didn’t have the inventory information that LANDesk provides us, it would be like driving blindfolded,” Fortucci says. “It gives us a clear and detailed understanding of the assets we have out in the field. That really makes my job easier. When budgeting season comes, I know what we have and I can make educated estimates as to what hardware is likely to fail or go out of warranty. Also, as we plan software rollouts, it allows us to quickly see if any of our systems don’t meet the minimum hardware requirements.”

Equinox Fitness also leverages the inventory management in LANDesk Management Suite in conjunction with the solution’s licensing management capability. “LANDesk helps us ensure that we are being compliant with our licenses,” Fortucci says. “LANDesk also shows us where we can save money. For example, it showed us that we had more licenses for Microsoft Visio than we were actually using. So, when we renewed our licensing agreement, we were able to reduce license count accordingly.”

## Superior Customer Service

For Equinox Fitness, LANDesk Management Suite has been vital to assisting IT meet the organization’s business goals. “LANDesk Management Suite enables us to provide superior service to the field,” Fortucci says. “If my team can quickly deploy software or remote control into a PC to solve problems, it makes our jobs easier and our customers happier. Ultimately, it’s all about customer satisfaction and that’s what LANDesk allows us to bring to the business, enabling us to be much more efficient and focus on what’s most important.”



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