



TECHSYS Business Solutions Case Reference

Worldwide fitness franchise leader anticipates saved costs, improved revenue with SQL Server 2008 and Silverlight 4.0

“We expect strong revenue growth alone due to process efficiencies enabled by our new web-based solution. With SQL Reporting Services, franchise owners can make better business decisions.”

*Gary Heavin, CEO
Curves International, Inc.*

Customer: Curves International, Inc.

Web Site: www.curves.com

Customer Size: 200 employees
(corporate), \$1 billion annual
revenue (system-wide)

Location: Woodway, Texas



Customer Profile:

Curves International, Inc. is the largest fitness and health club franchise in the world dedicated to providing affordable, one-stop exercise and nutritional information for women. Curves provides gyms for ladies in over 70 countries. It is listed in Guinness World Records as "The World's Largest Fitness Center Franchise." Entrepreneur Magazine named Curves "The Number 1 Best New Franchise" two years in a row and "The Number 1 Fitness Franchise" for the past six years. Founded in 1992, converting to a 100 percent franchised model in 1995, Curves International, Inc. is headquartered in Woodway, Texas.

Software and Services:

- SQL Server 2008 Standard Edition
- Visual Studio 2010 Professional Edition
- Silverlight 4.0
- ASP.Net 4.0

For More Information Call:
(800) 848-1096
www.curves.com

The Challenge

Curves is the first fitness and weight-loss facility designed for women, offering a complete fitness and nutrition solution. Curves International adopted a 100 percent franchise model in 1995 and grew to become the largest fitness franchise in the world. With nearly 10,000 franchises in over 70 countries serving 4 million members worldwide, Curves' rapid growth had come with an increasing operational challenge. Curves was experiencing significant inefficiencies due to manual processes and systems related to corporate's management of franchise-related invoices and royalty payments; and franchises' management of club operation functions—including tracking and processing club member information, such as member payments, workout schedule, progression plan, and personal information. Data was entered manually into independent systems, requiring substantial time and effort. Timely and reliable information was difficult to obtain. In 2008, the CIO of Curves International realized that in order to continue their pattern of unprecedented success, change would be needed. However, due to Curves' progressive business model, standard off-the-shelf club management software used by most fitness organizations would not work for Curves' corporate team and franchises. The CIO's vision was a single, cohesive, integrated solution to manage processes and transactions for key areas of the business impacting corporate employees, franchise owners, and club members. Curves' IT organization and CIO explored technology partners to engage, and chose TECHSYS Business Solutions.

The Solution

In November 2009, Curves' IT organization partnered with TECHSYS Business Solutions—a Microsoft Gold Certified Partner—to begin implementation of a cohesive, flexible, scalable, customized solution for Curves International, Inc. at its corporate headquarters in Woodway, TX. The solution streamlines financial transactions between corporate and franchise owners; and membership-oriented transactions and activities between franchise owners and club members. In March 2010, TECHSYS completed implementation of Microsoft SQL Server 2008 Standard as the system's back-end. Through custom integration, TECHSYS gave Curves the ability to more fully leverage data from their ERP system, Microsoft



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TECHSYS Business Solutions, a Microsoft Gold Certified Partner, is an Information Technology Services firm providing strategic business and technology solutions to clients ranging from well-known corporations, to startup companies focused on business growth and market share. TECHSYS serves multiple industries, focusing in Healthcare, Insurance, Credit & Finance, Transportation, State & Local Government, and Retail. Founded in 1989, TECHSYS is located in Frisco, TX.

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Dynamics AX, across the organization. The front-end, scheduled to be complete in October 2010, showcases an easy-to-use custom web interface, developed in Microsoft Silverlight 4.0, using ASP.Net 4.0 and Microsoft Visual Studio 2010 Professional. As a reporting solution scheduled to be complete in February 2011, Curves is currently migrating from IBM's Cognos to SQL Reporting Services, as part of a strategic Business Intelligence initiative.

The Benefits

Curves has already experienced operational improvements due to their SQL Server 2005 to SQL Server 2008 upgrade. Curves' IT organization is finding numerous SQL Server 2008 features especially beneficial, including: availability of spatial data types, improved multiprocessor support with SQL Server Integration Services, as well as improvements to performance monitoring, dynamic development and entity data services. Although still under development, Curves has great expectations for how the Microsoft-based, custom solution will create significant efficiencies in their business. For the franchises, automating key business operations functions related to accounting and member processing will leave more time for franchise owners and employees to focus on serving current clients, and increase their clubs' membership base. According to Gary Heavin, Curves' CEO, "We estimate over 100,000 hours of franchise employee time each month (worldwide) will be saved due to availability of timely, accurate data, and elimination of manual processes." The time saved by franchise owners and employees translates directly into revenue improvement for franchise owners—through increased client retention and new client memberships. According to Mr. Heavin, "We expect strong revenue growth alone due to process efficiencies enabled by our new web-based solution. With improved visibility to member information through SQL Reporting Services, franchise owners can make better business decisions; and franchise employees can see a holistic view of their clients at the click of a button." The solution will dramatically improve operational efficiency at Curves' corporate headquarters as well. Mr. Heavin projects significant cost savings—due to the consolidated system enabling streamlined processes for tracking and processing royalty payments and invoices associated with 10,000 franchises worldwide. Curves' IT organization and CIO anticipate significant gains from the Cognos to SQL Reporting Services migration as well. By utilizing SQL Reporting Services, Curves is able to more fully leverage its Microsoft investment and eliminate Cognos-related costs. Curves corporate expects to have more accurate and timely franchise-related information 2X faster than with the previous Cognos solution, resulting in better decisions and increased support of its franchise owners.

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