CUSTOMER
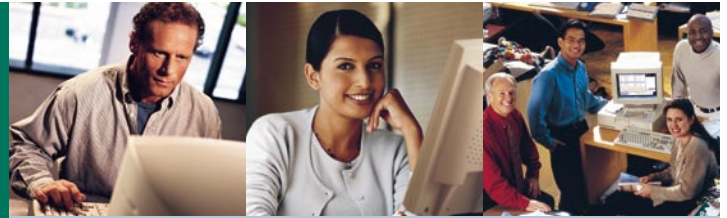Silhouette Fitness Studio

PROVIDEX DEVELOPER
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INDUSTRY
Software Developer

LOCATION
Dartmouth, Nova Scotia, Canada

Number of Locations
One

Number of Employees
Eight

SYSTEM
Ease-E-Club written in ProvideX

Ease-E-Club Software Goes for the Burn With ProvideX

What started as a favor for a family member has morphed into a bona fide (and completely unexpected) business success, thanks to Ed Jack's creativity and the flexibility of ProvideX.

"Cathy Day, my sister-in-law, was opening a women's fitness club in Halifax, Nova Scotia, and couldn't find appropriate club management software," says Ed, owner of Computerease Limited. "Everything on the market was either overpriced, targeted at larger gyms, or it didn't offer the power and functionality she needed.

"My company specializes in developing payroll and human resource software, but I wanted to help her out," he continues. "So I wrote a simple program to track membership and sign-ins. We called it Ease-E-Club."

Buff Benefits with ProvideX

Jack developed Ease-E-Club in ProvideX, the powerful Sage Software application development environment he had used for more than 20 years. "The great thing about ProvideX is that we could write the program very quickly," he says. "Also, ProvideX gave our software the look and feel of a Windows product right away, for a familiar—and very professional—user interface."

Silhouette Fitness Studio was delighted with the software. "Ease-E-Club automated the tasks that normally eats up a manager's time when running a club," says Day. "I'd estimate that it makes us at least 15 percent more efficient on a day-to-day basis and frees up more time to devote to our members."

"The software also provides us accurate data on our membership, including a record of each member's visits," she adds. "This lets us analyze usage over time and look for trends, which helps us run the club more effectively."

CHALLENGE

Develop low-cost, easy-to-use management software for sister-in-law's fitness club, basic enough to work on almost any computer

SOLUTION

Ease-E-Club, an all-inclusive software package written using ProvideX development environment

RESULTS

Software streamlines club administration by 15 percent; package has doubled developer's revenue, almost without effort

Ease-E-Club

sage software
Your business in mind.

Sales without Sweat

Ease-E-Club worked so well that Day told other fitness club owners about it. Their requests for copies encouraged Jack to market the product, and he created a Web site. To Jack's amazement, within three years Ease-E-Club was generating as much revenue for Computerease as its original payroll product.

"The response has been unbelievable," says Jack. "About 900 clubs use the software now, and that number grows every single day. The majority of those sales come through the Web site and from manufacturer and franchisor referrals. We just sit back and wait for the orders to come in."

Fit For Any Hardware

Why is Ease-E-Club so popular? "Most other club management packages require the latest hardware—which a lot of smaller clubs do not have," says Jack. "By using ProvideX as our development environment, we created a product that is rock-solid on almost any computer on the planet. Also, ProvideX let us engineer speeds that are far superior to our competitors, whose systems slow down as databases grow."

He also likes the flexibility of the architecture. "ProvideX is easy to maintain. Making changes is simple. And ProvideX makes our product more scalable. This is key, because now we're starting to offer Ease-E-Club to extremely large clubs —including studios all over Canada, the United States and Europe."

The Skinny on Scheduling

Computerease has completed beta testing of a new scheduling module, a cost-plus add-on that Jack demoed at the International Health, Racquet & Sportsclub Association show in Las Vegas. "Scheduling is a big headache for fitness clubs, since members are always changing their appointments. Handling the schedule with software is therefore a logical extension of our original product," he says.

The new module will allow users to schedule everything from physical therapy to chiropractic services to tanning booths. "Customers have been asking for it since we introduced Ease-E-Club," Jack says. "We expect sales to start ramping up in a month or two."

Stronger Profits

Ease-E-Club has proved to be a blessing to both Silhouette Fitness and Computerease. "Our business has grown in terms of sales, employees, and profits because of this new product," notes Jack.

"Ease-E-Club has created an unexpected but beneficial shift in our business model, too," Jack adds. "Our payroll software is based on selling a few high-end products. The fitness club software is just the opposite—selling a large volume of lower-end products. We were all pleasantly surprised to discover that Ease-E-Club boosted our profitability in just three years since its launch. We now have advertising and marketing plans in place, which are generating steady sales from this product."

Perhaps Ed Jack shouldn't be so surprised that his good deed for Cathy Day has resulted in such great returns. As he puts it, "When you can create something that combines user-friendliness, versatility, speed, and low cost, you've definitely got a winner."