

# Snap Fitness 24/7 works out with IDIS IP surveillance



## Industry

Leisure

## Customer

Snap Fitness 24/7

## Region

The Netherlands

## IDIS Partners

M2 Security

## Background

An innovative, affordable and flexible fitness franchise



Snap Fitness 24/7 is a privately owned health and fitness club first founded in the United States by Peter Taunton, who had a vision to give consumers a fast, convenient and affordable workout alternative to traditional “big box” health clubs, and entrepreneurs a practical model to run their own business.

The result was Snap Fitness 24/7, a fitness franchise featuring the same great equipment and workout experience as full-service clubs, in locations close to home with flexible contracts and access 24 hours a day, seven days a week. The company is the world’s fastest growing fitness franchise, with nearly 2,200 locations that also offer interactive training apps and virtual or personal trainers.



## Challenges

Centralised 24/7 security and monitoring

In 2016 in the Netherlands and Belgium two experienced and passionate entrepreneurs, Han Walet and Theo Vermeeren, took on four Snap Fitness clubs managed from their headquarters in Breda, the Netherlands and with goal to take on more franchises in the coming years.

Marga Vermeeren, Club Manager, Snap Fitness 24/7 in Breda, realised that the security and safety of club members was of paramount importance, particularly during unmanned hours. Snap Fitness 24/7 sought a security system that would perfectly match the 24/7 operation of the franchise formula. Important requirements for the system were simple and high definition centralised monitoring that was both reliable and user friendly and allowed for the fast retrieval of footage in the event of an incident.

So Vermeeren turned to M2 Security an experienced and expert security and electrical integrator that had installed the complete electrical installation at Snap Fitness 24/7 in Breda, including the lighting and emergency lighting, the network and intercom system.



## Solution

A complete integrated security solution

### IDIS CENTER



M2 Security responded to the Snap Fitness 24/7 requirements immediately and listened carefully to the company's needs and recommended the IDIS Total Solution for its ease of use and reliability plus the functionality Snap Fitness 24/7 was looking for.

M2 strategically placed HD cameras and 8-channel DirectIP™ network video recorders (NVRs) at the fitness club, operated via IDIS Center™, totally cost-free video management software (VMS) that brings cutting edge technology, intuitive controls and analytics together. The M2 security team then seamlessly integrated access control into the IDIS solution to allow members easy gym access 24/7, creating a perfect security solution that fitted all of Snap Fitness 24/7 requirements.



## Results and Benefits

A reliable and user-friendly security solution

Marga Vermeeren uses all IDIS Center's features and functions very intensively. Every day Vermeeren checks who has accessed the fitness centre during unmanned hours to ensure all members have acted and used the fitness equipment appropriately.

Members use access cards before entering any of the fitness centres. Once inside members collect a key cord that features an assistance button to active an alarm in the event of an incident or emergency. Should such an event occur, the security control room can check live images and evaluate the situation with two-way voice capability. Depending on the situation a security officer is despatched or 112 is called, which is in strict accordance with Snap 24/7 Fitness operating procedures.



Sales Manager, IDIS Nederland / Club Manager, Snap Fitness 24/7 Breda / Managing Director, M2 Security  
Ronald Paul / Marga Vermeeren / Patrick Matthijssen

“ The IDIS and M2 solution is providing a safe and secure environment for our members, even during unmanned hours, which is essential for Snap 24/7 Fitness's success. The IDIS cameras and software have been proven to be high-performance, reliable and incredibly user-friendly leading to the safety and security of both our club members and high-value gym equipment ”

*Marga Vermeeren*

*Club Manager, Snap Fitness 24/7*

“ We listened carefully during the advisory process and M2 Security prides itself on giving the best advice, offering good quality and reliable products and ensuring a smooth and seamless rollout that minimises disruption to our customers' business operations. That's exactly what the IDIS solution offered, while meeting all of Snap Fitness 24/7's requirements ”

*Patrick Matthijssen*

*Managing Director, M2 Security*



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