



## Bio-Plugin™ BIOMETRIC IDENTIFICATION SYSTEM

### Fingerprint for Fitness

The health and fitness industry has experienced unprecedented growth in the last decade. A national consumer study conducted by American Sports Data Inc. and sponsored by IHRSA has determined that the total number of health club members in the United States has climbed to a record 36.3 million people. This finding from the annual Health Club Trend report represents a 2.52 million member increase over 2001 or nearly 7.5 percent growth during 2002. With the continued growth in the health and fitness industry, it becomes apparent that there needs to be a cutting-edge solution designed to handle and manage the millions of members as well as employees who frequent health facilities every day.

#### CHALLENGE:

ASF International, makers of gym management software Clubpro3000 needed a better way to manage its client's growing database of members as well as streamline employee processes. Traditional member login methods such as PIN numbers, barcode scanners, and IDs have become burdensome to clubs because they cost money to produce, are easily lost, stolen or broken, and can easily be transferred to non-members. Also these methods often result in employee micromanagement to ensure the member login process proceeds smoothly.

The problems were obvious; the solution, however, was not. The solution needed to be robust enough to instantly manage and identify huge databases of members and employees, but at the same time, simple enough to implement so that ASF could remain focused on its core software product.



"The integration of Bio-Plugin into our web-based production control software has saved money, time, and unauthorized system access."



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## **SOLUTION:**

Integrate M2SYS' Bio-Plugin fingerprint module into Clubpro3000.

## **BENEFITS:**

M2SYS' Bio-Plugin fingerprint module provides, among other things, front counter check-in for clients to track their members' account status (e.g. member account status) and provides reporting on member attendance and non-attendance. Bio-Plugin also provided employee login and management features which allow clubs to optimize their staff. ASF International can now provide a complete software solution that is able to keep up with the tremendous growth in the fitness industry as well as take advantage cutting edge technology that fitness club members demand to enhance their experience.