



## Luxury Health Club Provider Entrusts Customer Well-Being to the 2X ApplicationServer

### Problem

Many customers for whom the move to virtual computing has been singularly effective have been customers requiring data access to multiple satellite locations. One of Australia's leading health club providers, Next Generation Clubs, had a similar setup with satellite clubs from Perth to Sydney, with future New Zealand expansions planned. Separate databases of club activities, membership rosters and club attendance were maintained at each club for planning purposes, which provided localized data access but made organization-wide records keeping a difficult task. Matthew Whittington, IT Manager at Next Generation Clubs, remarks that "creating comprehensive

"It does exactly what I need it to do, in an incredibly simple, efficient way."

- Matthew Whittington, NG Clubs

membership reports was extremely difficult, as we were required to aggregate individual databases whenever we needed to produce company-wide reports." Additionally, the company's reliance upon stand-alone desktops restricted club users' access to critical applications, such as the Gladstone MRM.plus2

membership management system. Software updates and licensing changes had to be made on-site for each physical machine, requiring additional time and monetary drains.

In a bid to improve his computing environment efficiency, Matt took it on himself to begin an evaluation of 2X as a solution to his fat client obstacles, ultimately choosing the 2X ApplicationServer to centralize the clubs' application access from a single terminal server farm.

### Solution

Next Generation Clubs deployed the 2X ApplicationServer with LoadBalancer to an existing terminal server farm, all 32-bit servers using Windows Server 2003. Though server functions are partitioned between membership and attendance tracking, all are included under a single 2X Enterprise Edition license. The company currently hosts a relatively light number of users per server, allowing painless scalability with the 2X server-based licensing model.

### Centralization and Stability

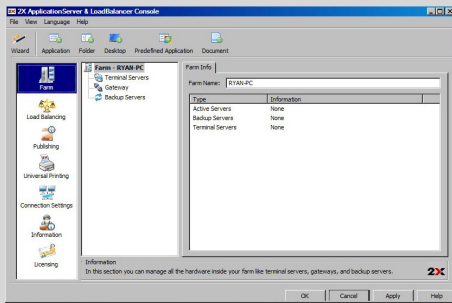
Matthew noted the two most significant benefits of the switch to 2X virtual computing was the centralization and resulting hassle elimination the choice has brought to his database management protocol, as well as the scalability of 2X products that allows him to easily expand his 2X network capacity on demand.

### Effective Centralization

By making the switch from fat clients to the 2X ApplicationServer, Matthew explains that by concentrating data storage and application access in his central terminal server farm, he has prevented the need for laborious database combination processes. When running company-wide reports, employees "need only to access our central terminal server farm, where we can access a single database used collectively by all of our branches, rather than dealing with individual club databases separately."



Next Generation Clubs provides luxury health club facilities for fitness enthusiasts across Australia, with new facilities also planned for New Zealand.



The 2X ApplicationServer allows you to manage users' client settings directly from the console.



Not only does this advantage save company employees valuable work time and administrative hassles, but it also decreases the possibility of error using company data, with employees working from a single, easily verifiable source as opposed to many separate sources previously. The company's centralized 2X ApplicationServer configuration has also allowed application performance advantages for the company's users, through the use of the integrated 2X LoadBalancer across the terminal server farm, which Matthew describes as a "fantastic benefit, as it allows me effective resource-based load balancing to visibly improve employee application access and performance."

### Seamless Scalability

As the company's future plans include the addition of new clubs, particularly in New Zealand and across Australia, Matthew was keen to avoid additional per-user charges and licensing hassles. By choosing the 2X ApplicationServer for his network, the company can add additional users to their network on demand seamlessly. Matthew notes that this allows him to use "existing hardware without alterations to continue to efficiently deliver applications and desktops remotely from my farm, even while servicing additional users at new clubs, simply by efficiently using free terminal server resources." The painless scalability provided by 2X provides another example of how the product does "exactly what I need it to do, in an incredibly simple, efficient way."

### About 2X

2X Software Ltd develops enterprise server-based virtual computing software, enabling desktop virtualization and application streaming on personal computers and thin client devices. Its product line, which includes the award-winning 2X VirtualDesktopServer and 2X ApplicationServer, is easily scalable, installable, and manageable with straightforward licensing, resulting in product prices far below those of competitors. For more information, please visit: <http://www.2x.com>.

### About Next Generation Clubs

Next Generation Clubs are unique in Australia. By offering extensive fitness facilities, alongside racquets, aqua, social and relaxation areas, and appealing to both individuals and families, they provide a comfortable, sophisticated and uniquely different environment to traditional gyms and health clubs. Whatever your age or experience, Next Generation Clubs offers something for everyone. Next Generation is committed to be the leader in health, fitness sports and lifestyle industry. We will exceed our members and guests expectations by providing outstanding service, high standards of products and professionalism with integrity. For more information, please visit: <http://www.ngclubs.com.au>.

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