



## Case Study Club One January 2009

### Scaling Web Application Delivery for Fitness

Club One is an award-winning fitness and wellness provider, operating 20 health clubs in California. Club One also manages more than 60 fitness and wellness programs for corporations, community centers, business parks and municipalities throughout the United States and Canada. The company has partnerships with popular retail chains, providing streaming Web applications, such as instructional video content, to the partner locations.

A technology trend setter in the fitness community, Club One continually builds new applications to keep its members successful and its programming the most innovative. Just 10 years ago, none of the fitness equipment in any Club One had an IP address. Today, almost every piece has an IP address for applications, helping to ensure that every member achieves their fitness and wellness goals.

Providing non-stop streaming video and fitness equipment applications to customers and partners is a key differentiator for Club One's business. To keep these applications running, the Linux and Windows servers that support them must always be healthy and balance the traffic without failing or slowing down. Club One required a flexible and scalable server load balancer to ensure its applications can keep pace.

### AX Series: Advanced Load Balancing for Streaming Video

After evaluating and researching solutions, and upon the recommendation of Silicon Valley based reseller VARiable Path, Club One chose three AX 2000 next-generation server load balancers. Two AXs are deployed in the data center in a High Availability (HA) pair configuration. One AX is deployed at the corporate office for Disaster Recovery (DR). The compelling reasons for choosing A10's AX Series include:

- ▶ **Scalability:** The AX Series includes a modern symmetric multi-processing (SMP) architecture that is tuned for multi-core CPUs. The AX platform allows traffic to utilize multiple CPUs without slowing down or blocking. As a result, applications run exponentially faster, especially Club One's streaming video applications.
- ▶ **Advanced Features:** Club One leverages many AX Series Layer 4-7 features, and receives immediate benefits from the URL re-write and aFleX policies, which are Layer 7 scripts that allow Club One to manipulate traffic at the application layer before it reaches the end device – so that applications always perform smoothly. Also AX's SSL Offload feature offloads CPU-intensive encrypted traffic to a dedicated SSL ASIC, reducing the number of servers required to support Web transactions, while at the same time increasing transaction speed and decreasing overall complexity.
- ▶ **Support:** Club One discovered that A10's Support Program delivers levels of service not provided by the market leaders. For example, when urgently needing support to create a new aFleX policy script after hours, Club One contacted A10 and received an immediate response and support writing the script.

Club One is an award-winning fitness and wellness provider, with fitness centers across California and wellness programs throughout the United States and Canada.

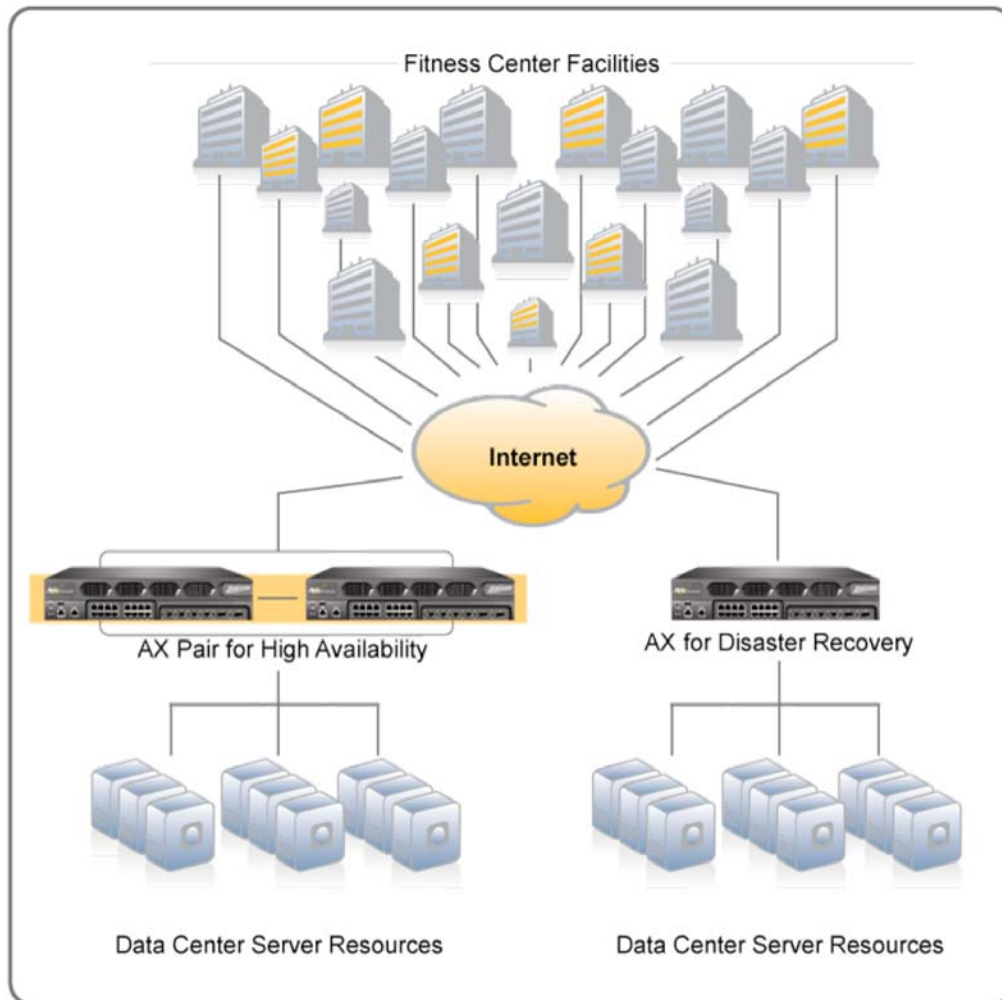
With streaming video and other critical applications to fitness center and partner locations, Club One required a flexible load balancer for Web Application Delivery.

*"A10's AX Series balances the traffic to ensure our applications run non-stop to help our customers achieve their fitness goals. Knowing the A10 support team is just a phone call away when we need them definitely reduces my team's load balancing headaches."*

**Michael Nielsen**  
IT Operation Manager

"With a broad network of interactive and streaming video applications to its fitness centers, exercise equipment and partner locations, Club One required an extremely flexible and scalable Web Application Delivery platform," said Jason Chang, co-founder of VARiable Path. "We recommended A10 Networks' AX Series to Club One as it is a new generation server load balancer with advanced features that can scale the network and ensure current and future applications are always available and performing as desired."

### Club One's Network



# AX

Maximize application availability, scalability & performance

Increase infrastructure efficiency

Enhance end user experience

### Reliability and Poised for Growth

Since deploying the AX Series, Club One's Windows and Linux servers that run the applications have performed flawlessly and more efficiently than ever. The AX Series highly-affordable, enterprise-grade, new generation server load balancing appliances deliver not just a significant price/performance advantage over the competing and incumbent solutions, but provide room for significant future growth.

"At Club One, we differentiate our business with the ability to provide streaming video and interactive fitness applications to our customers and partners throughout the US and Canada. To ensure these applications are always running, our servers must always be performing behind the scenes," said Michael Nielsen, IT Operations Manager for Club One. "We chose the AX Series because of its scalable platform, advanced features and first class customer service and response from the A10 team, which helps our business not only be differentiated, but also successful."



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### About AX Series

A10 Networks' AX Series is the industry's best price/performance advanced traffic manager - helping enterprises and ISPs maximize application availability through a high-performance and scalable Web Application Delivery platform. The AX's Advanced Core Operating System (ACOS) has garnered the company numerous awards and is revolutionary by market standards due to its true symmetrical multi-processing (SMP) architecture. AX includes an optimized multi-CPU platform built from the ground up that leaps the competition in terms of performance, scalability and reliability. For more information, visit: [www.a10networks.com/products/axseries](http://www.a10networks.com/products/axseries)

### About A10 Networks

A10 Networks was founded in 2004 with a mission to provide innovative networking and security solutions. A10 Networks makes high-performance products that help organizations accelerate, optimize and secure their applications. A10 Networks is headquartered in Silicon Valley with offices in the United States, Japan, China, Korea and Taiwan. For more information, visit [www.a10networks.com](http://www.a10networks.com)

### About Club One, Inc.

Founded in 1991, Club One is a leading source for award-winning fitness and wellness solutions throughout the United States. In addition to operating 15 Club One Fitness branded health clubs in Northern California and five Frog's Fitness clubs in Southern California, Club One also manages more than 60 corporate fitness centers, community centers, multi-tenant business parks and municipalities serving more than 125,000 members nationwide.

Club One's innovative programs and exceptional service environments have earned it numerous awards, including: "Best Health Club", "Best Place to Work Out" and "Best Places to Work in the Bay Area" nods, as well as several Nova 7 Certificates of Excellence.

Club One partners include: Applied Materials, Autodesk, Chevron, AOL, eBay, Electronic Arts, Motorola, Oracle, the Jewish Community Centers of San Francisco and Silicon Valley, among many others. For more information, please visit [www.ClubOne.com](http://www.ClubOne.com)

### About VARiable Path

Variable Path was formed by integrators to use proven technology to solve standard industry issues. VARiable Path's accolades include having one of the most highly trained group of engineers in Silicon Valley. For more information, visit: [www.varpath.com](http://www.varpath.com)