



Devoy Squash &
Fitness Centre & ICT.

Membership management made easy.

Project overview.

Named after Dame Susan Devoy – one of the world's greatest female squash players, the Devoy Squash & Fitness Centre is the largest squash club by membership in New Zealand. Constructed in 2011 in Tauranga, it has undergone several upgrades to now feature seven squash courts. Thanks to a recently completed all-glass exhibition court, it's now a world-class facility and is seen as the premier squash club in the country. Devoy Squash & Fitness Centre is due to host the upcoming World Men's Team Championships which will see the best players in the world come to Tauranga.

Hello Club, powered by Frello, is an ICT Partner that offers a management system for sports clubs and membership-based organizations. As well as integrated access control and building automation, they offer clubs an all-in-one solution that streamlines everything from member management to court bookings and online payments.



Location.

Tauranga, New Zealand.



ICT Partner.

Hello Club, powered by Frello.



Sports Clubs & Community Facility.

Commercial.



Members.

1000+



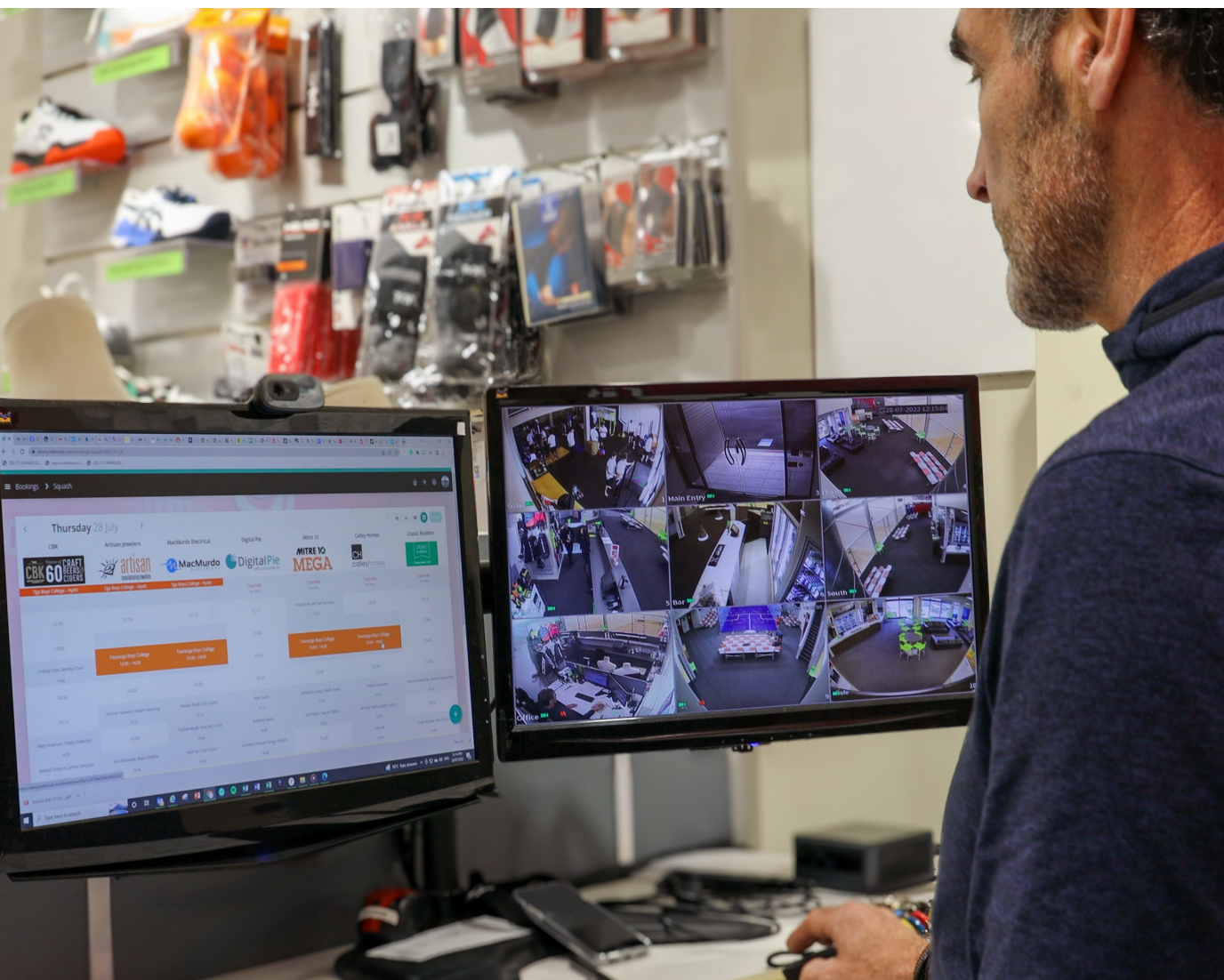
A closer look.

“ Hello Club, powered by Frello and ICT allow us to offer members a world-class facility with better access control and booking management. And it's seen casual membership and income grow substantially. ”

- Karl Brown, Operations Manager at Devoy Squash and Fitness Centre

Highlights:

- > Protege WX API for advanced integration capabilities
- > Automated access control and lighting functions
- > Instant access for casual or new members
- > Remote management of facilities



The story.

In Protege WX, Hello Club, powered by Frello found a security and automation system that allows them to use ready-made components off the shelf. Liat Reis, CEO and Co-Founder at Hello Club, powered by Frello says, "We were really impressed with ICT. We were looking for a system that was reliable, we liked that all the components were manufactured in New Zealand, the modern look of the reader components, and the fact that we were able to build an advanced integration with the protocols."

Sports clubs and other community-based organizations can now turn to Hello Club, powered by Frello to find a single platform which, thanks to increased automation, makes their facilities easier to manage and gives them the ability to run 24/7 without a staff member onsite. This extends struggling organizations a lifeline and creates new membership and income growth opportunities.

Karl Brown, Operations Manager at Devoy Squash & Fitness Centre says, "The system we previously used only managed our membership, so we had to have a separate system for lights, for doors, and keys. This has now become an integrated system for us."

Hello Club, powered by Frello now manages all the back-end membership activities at Devoy Squash & Fitness Centre. "This includes all of our access control, light controls, and even our membership payments process," says Brown.

API brings access and automation.

Hello Club, powered by Frello takes advantage of the seamless integration with Protege WX to make their offering more powerful. Using the Protege WX API - a custom integration tool which allows system control from a third-party application - the Hello Club, powered by Frello platform now includes a security solution which unifies access control functions with lighting and other building automation functions with facilities such as saunas.

"We interface with the Protege WX controller, listen to events coming from Protege WX, and then act upon those events," says Reis. "It allows us to verify membership status or any specific permissions. Then we're able to unlock a door or switch on the court lights. In addition to that, clubs can configure it so if a door is left open for too long, say more than 10 minutes, they get an alert to let them know."

Thanks to the open protocols there are endless ways the Protege WX API can be used to meet your exact needs. "There's lots of flexibility that we can configure using the ICT protocol and components," says Reis.

Easy event automation.

Clubs can set up their own events - be that a tournament that runs on multiple days, a single day event, or a recurring club night. Each event can specify times and decide whether the door is going to be unlocked before the event starts, then automatically lock again after. This supplies an extra layer of security rather than just propping the door open and remembering to shut it again. Court lights are also programmed to turn on and off automatically as needed.

Within the Hello Club, powered by Frello system itself, user access levels allow event organizers control over lights and access, removing the need to contact club admins to make changes.

Increasing income and membership.

Casual members are becoming increasingly important for clubs all over the globe. Brown says, "The casualization of clubs is growing, and there's a huge demand for people to want to be able to play on a casual basis."

Hello Club, powered by Frello makes it easy to attract and manage casual users. And setup is quick and simple for anyone that wants to become a casual player, Reis explains. "If they show up at the club, they register online on their mobile phone. They make a booking and pay online, receive a temporary PIN that unlocks the door. Then the lights switch on and they're able to go on court and play."

For Devoy Squash & Fitness Centre, another advantage is remote access provided by Hello Club, powered by Frello's use of the Protege WX API. "If members have any difficulty in gaining access to the facility, I can remotely open the doors and turn the lights on as well, which is something that we just couldn't do before," says Brown.

"Casual members have become a key income stream. We've seen huge growth, and it's a key pathway to new membership as some will ultimately convert into full members. It's just getting stronger and stronger, and we see it becoming a key part of the facility going forward."

Simple, unified management.

Now that Devoy Squash & Fitness Centre uses Hello Club, powered by Frello to manage access and light control, and all back-end membership activities including the payments process, ease-of-use for clubs is of utmost importance. Brown explains how simple he finds it.

"It's extremely easy and intuitive and it works exceptionally well. It also gives us the ability to manage off site. I can do it from home, or from my phone if I need to as well."

"Our earlier systems only captured probably one part of the equation. Lights, doors, keys, and membership management were all separate. With Hello Club, powered by Frello and ICT this is now all integrated. The system allows us to manage three key groups - members who are our core base, regular groups, and then our casual members as well."





The outcome.

Hello Club, powered by Frello's platform uses ICT hardware and Protege WX to give organizations like Devoy Squash & Fitness Centre a reliable, unified solution to manage access and automation, on top of all the other benefits and services that Hello Club, powered by Frello provides.

Frello to the future.

Reis explains what the future looks like for Hello Club, powered by Frello. "We've got some really exciting things in the pipeline, and we're looking to expand our offering to clubs even further." After a recent merger with another local club management platform and a name change, things are looking rosy.

For Devoy Squash & Fitness Centre, the conversion to Hello Club, powered by Frello aids this world-class facility as it continues to evolve and thrive. Brown says, "It's allowed us to grow our membership substantially, and offer them a better facility, better access controls, better management of bookings."

"We've substantially increased our casual membership base and the income from that. And it's given us the opportunity to host several international events, including the New Zealand Open and the World Men's Team Championships. To see the best players in the world playing here in Tauranga will be wonderful, not only for this club, but New Zealand, and the game of squash."

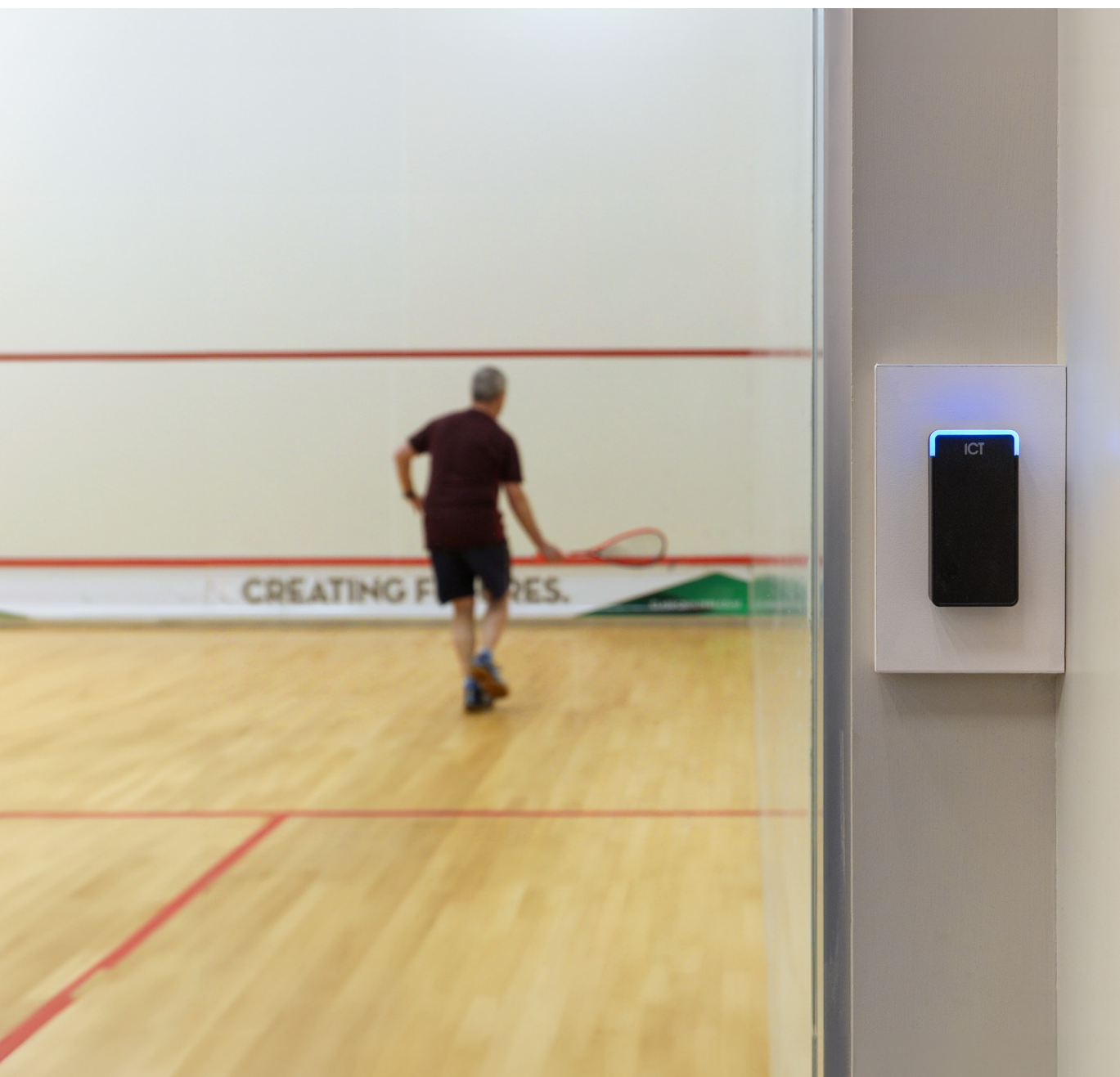


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- Liat Reis, CEO and Co-Founder at Hello Club, powered by Frello





About ICT.

Founded in 2003 by Hayden and Rachael Burr, ICT began with a focused vision to provide innovative and easy-to-use electronic access control and security solutions. Over 20 years later, tens of thousands of companies worldwide use ICT products and systems every day, and our vision remains steadfast and engrained in all we do.

With headquarters in Auckland, New Zealand, we have a global presence and an international reach. Offices in Denver (USA), Toronto (Canada), Melbourne (Australia), the United Kingdom, and Hong Kong, provide full local sales, support and service to our clients and partners around the world.

Innovation is in our DNA.

With more than 40% of our staff dedicated to research and development, innovation is a core part of the ICT DNA. When you invest in an ICT solution, you can rest assured that your investment is protected by the best in the industry.

One solution, maximum value.

Our use of open technology allows our products to integrate seamlessly with your existing systems, providing a comprehensive solution that adds value to the infrastructure investments you already have on site.

From design to dispatch.

100% of the ICT products designed and manufactured in New Zealand at our state-of-the-art purpose built premises are subject to rigorous testing standards to ensure superior quality.

This is all backed up by sales, support, and training, and we offer a 5-year warranty across the DIN Rail range for our ICT Dealer Network Members, providing the perfect solution for your next project, regardless of scope.



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