

Business Profile:

1 location, 1200 students, 25 instructors/coaches
Ben Fox, Director
www.bartconnergymnastics.com

Ben's Challenge:

Ben's experience with PC-based business management systems included the constant need for upgrade purchases and retraining. He wanted a web-based system but didn't want to jump through hoops to make the change. After looking at Jackrabbit and studying its features and implementation process, he decided that it was time to take the leap to this web-based system.

Ben's migration to Jackrabbit was quick and painless. Customer support provided guidance after moving the gym's data over in a few simple steps. Ben customized the tabs and fields to his specific needs and - with a little help from support - embedded online registration into the Bart Conner Gymnastics website.

The Details:

One of Ben's concerns with a web-based system was data security. However, reviewing Jackrabbit's highly secure model, he was more than satisfied that their business data - and customers' personal data - would be more secure than when stored on internal servers.

Jackrabbit's system is housed in the same facility used by Bank of America and LendingTree. The environment is protected by multiple layers of security, is maintained 24/7 and provides data back-up and redundancies that individual gyms could never afford.

In addition to tremendous confidence in the system's integrity, Ben found the convenience of automated processes and streamlined tasks to be catalysts for productivity and growth.

The fact that the Jackrabbit system is built on a central database makes searching for family and student data easy and quick and it also eliminates redundant data entry processes.



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"Jackrabbit's Executive Dashboard gives me the information I need in one screen, providing a clear picture of where my focus should be at the start of the day. My ability to drill down from the Dashboard into detailed data is a time-saver. The system's organization and search capabilities make finding account detail quick and simple."

"Being able to embed online registration into our own website heightens our professionalism and makes things seamless for parents."

Ben Fox

Jackrabbit's Value:

- Online registration is a powerful feature that gives gyms the ability to be "open" 24/7.
- Auto-pay eliminates mundane payment process and the need for collections tasks.
- Vital business indicators are visible at log in with the Executive Dashboard providing owners and managers immediate knowledge of areas that need attention.
- Jackrabbit is feature rich. Users constantly discover capabilities that are new to them and take yet another step in making themselves more productive.



www.JackrabbitClass.com