

SIP Trunking Reduces Telecom costs for LA Fitness

Background of LA Fitness

- Established in 1984
- Network of over 340 fitness clubs throughout North America

Situation

- Communication between corporate office and clubs is critical to driving sales growth, customer loyalty and satisfaction
- Existing PBX was expensive and open-source VoIP was unreliable
- Integrate diverse telephone systems into a single platform
- Wanted a SIP trunking provider certified by the vendor



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Solution

- Microsoft OCS 2007 R2
- Voice calls, teleconferencing, IM, in a single platform instead of multiple platforms
- SIP trunking from IntelePeer, a Microsoft UC certified service provider
- Integration into Microsoft Exchange, Outlook, SharePoint

Benefits

- Microsoft + IntelePeer SIP trunking provided a stable and reliable communications solution
- Savings of over \$500,000 a year in PBX lines, maintenance and long distance
- Integration of unified communications resulted in improved customer service, efficiency in operations and productivity