



- FITNESS
- WELLNESS CENTRES
- SWIMMING POOLS
- SPAS
- PLAY AREAS
- SAUNAS
- AESTHETICS
- REHABILITATION CENTRES
- WATER PARKS
- BEACHES
- CAMP SITES

**GIMGEST®**

the complete information technology solution for managing  
**sports, wellness, and leisure service companies**

**ZUCCHETTI**  
SOFTWARE & ICT SOLUTIONS



## THE SOFTWARE MODULES:

### **GYMGEST "BASE MODULE"**

Configuration and management of the company's main processes are facilitated: capture and management of personal data, standard delivery of products and services, definition of organisational procedures, financial/administrative management, and definition of analysis and control.

Both Gymgest's software and hardware components are part of a modular system that means various operational areas can be managed automatically.



### **CUSTOMER RELATIONS AREA**

#### **CRM**

**Relations** between the customer and the organization's operators can be managed and monitored thanks to automated marketing programs; geared toward influencing the technical/commercial customer's decisions. The recording of customers' actions, and general information; build knowledge about their behavioral dynamics, facilitating up-selling and cross-selling, not only aimed at customer retention and loyalty building but also at developing new business.

#### **Sms/e-mail**

Functions for sending customers messages containing useful information and promotional material with confirmation of receipt for messages reaching their destination and updated reports about sent messages in the reserved area of the Gymgest site.

#### **Totems**

These are information points placed inside the organisation where customers can find useful information, make bookings, purchase products and services, as well as print or view information about courses and programmes.



### **MANAGEMENT AREA**

#### **Planning courses**

All useful variables can be configured so that collective courses can be planned effectively. Its data logging capabilities make this an indispensable tool for analysis and control. This is a useful module for managing swimming lessons, dancing lessons, martial arts lessons etc.

#### **Rechargeable money card and Gift card**

In addition to the classic subscription, the subscriber can use a pre-paid card with stepped costs in order to use the center's services; such as attending a course or using the bar, restaurant, or points of sale. The module can also be integrated into the access control system by defining the various stepped costs based on the opening hours. The money card can also be post-paid: above all, whether the card is used daily or occasionally by the user, who is then billed for the services.

The pre-paid card can be configured to the holder or bearer so they can also be used as a gift card, which also allows the products and services to be purchased and delivered.

#### **Management of points of sale.**

This facilitates the financial/logistical management of bars, restaurants, and shops inside the center. Using the product lists as a starting point, the configurable front desk/checkout procedures manage cash or pre/post-paid Money Card and Gift Card payments and facilitate the automatic management of warehouses.

#### **Ticketing using the card**

The module facilitates management of the occasional customer by simply issuing entrance tickets into a swimming pool in the overall package purchased by a family who would like to spend a day in the center and enjoy everything included in the package. This is very useful in summer water parks and theme parks.

#### **E-commerce**

The module facilitates the purchase of services via the Internet, that is, individual entrances and subscriptions, visits, and treatments. All that the customer needs to do when using them is to present the relevant voucher at reception. This module also lends itself to corporate promotional activity as companies can purchase vouchers as free gifts for customers/suppliers.



#### **Revenue sharing and division of responsibilities**

Calculation of revenue sharing for the corresponding amount due as part of the fiscal and financial management are automated on the basis of different company accounting periods or tax years, as is the calculation of fees, charges, and commissions are managed separately.

#### **Multicentre management**

This module makes it possible to connect various centres so that the activity of all the other centres can be monitored from one centre, or customers who use several centres can be managed. The structure of Gymgest's archives facilitates centralised data management and the correct sharing of this data between each centre. The procedure uses the Internet for data transfers between the various centres.



### **BOOKING AREA**

#### **Company planning**

Fundamental in managing collective activities subject to bookings and with limited availability of places. It can be configured to make a weekly plan available with colour coding of free and booked places so that individual/multi bookings, cancellations, waiting lists, overbooking, and last minute bookings, etc. can all be managed. Total integration with access control makes this an extremely sophisticated instrument.

#### **Booking**

One to one bookings can be made, for example, in aesthetic treatments, rehabilitation, personal training —advising the availability of times, operator and customer with precise management of the numerous variables involved (specifications of the service, availability of personnel, boxes, machinery, etc.). Integration with the access control allows managing the use of the services booked and the automatic operation of the equipment.

#### **E-booking**

The module also provides for the Gymgest booking systems to be accessed from the Internet. Equipped with specific accounts and with related rights for services purchased, the customer can access the e-booking procedure via the Internet so that he or she can book/cancel the same services in real time.

#### **Virtual beach**

The hire of large parasols, sunbeds, and deckchairs in swimming pools and water parks can be managed. An appropriate graphic layout provides clear representation of the areas in which these products are located with indication of those currently hired, those available, and the relevant costs. The access control system also signals that products previously used by customers who have left the centre during the course of the day are available again.



### **CONTROL AREA**

#### **Access control**

Together with the hardware devices (based on wireless technology), this software solution controls access and the movements of all users duly registered in the organisation, including occasional users.

#### **Activation**

Integrated with the Gymgest mini-reader, the module activates the various devices present in the center; doors, showers, hairdryers, and solarium, among others, according to the pre-selected mode (activation without payment, pre-paid, post-paid, pay-to-shower purchases, duration of showers, etc.).

#### **Personnel**

Personnel working inside the center can be managed by verifying their presence, configuring their local access, and calculating the percentage components of their earnings.

#### **Lockers**

The module manages the exclusive use of lockers by customers, defining where they are located, the various types of numbering, as well as the assignment, payment, and expiry procedures.

## TURNSTILES

In providing a complete system of access control, Gymgest's access control software module is integrated with turnstiles composed of rotors and mechanical gates. The tripod turnstiles in the Zucchetti Gate range are the most innovative available on the market as they are equipped for integrated electronic data capture. The high degree of technological functionality combined with an attractive design using high quality materials make this the best in access control barriers.



## HARDWARE PRODUCTS



### ACCESS CONTROL READERS

The most up-to-date technology is used in these readers — such as proximity wireless — that combines robustness with elegant design. A mix of aesthetics, practicality, and functionality. They can be equipped with a printer, numeric keypad, activation relay, signal station, semaphore, photoelectric cell control, as well as local and remote sound alarms.



### "HANDS FREE" AERIAL

Composed of a 60x90 cm panel connected before the access control that allows the transponder to be read at a greater distance than the standard aerial, and specifically up to 50 cm for "card" formatted transponders.



### "CATCH TAG" MACHINE

This reads any type of transponder and if necessary effects its recovery. Above all, used in recovery during output from the transponder given to the occasional user, it discriminates automatically between subscribers and occasional users.



### "T-LOCK"

This is an electronic lock for lockers and boxes that removes the need for keys and padlocks. Absolutely safe, battery powered, and fully automatic, a locker can be assigned to the customer for his or her exclusive use.



### TRANSPONDER

Transponders are devices used for automatic access control or to activate equipment inside the center. They can be supplied as **key rings** —useful in fitness centers — as **wrist bands** similar to wrist watches, suitable for swimming pools, saunas, and for electronic locking of lockers, and as **cards** that can be read up to 50 cm away without radio frequency disturbance. The transponders can be personalized with different colors, markings, and logos.



Planning,  
Management, Control,  
Crm, and Web  
solutions

FULLY INTEGRATED WITH SPECIFIC HARDWARE FOR ACCESS CONTROL, VIDEO SURVEILLANCE, ANTI-INTRUSION, AUDIO/VISUAL FILE SHARING, ACTIVATION OF USER SERVICES AND EQUIPMENT, AND MANAGEMENT OF SERVICE DELIVERY POINTS

A complete solution for computer-based information management systems in companies that are sport, fitness, wellness, aesthetics, rehabilitation, or leisure service providers. Gymgest is an integrated hardware and software system that simplifies operational management and improves organization of resources, optimizing all programming, management, and operations control.

Gymgest's modular structure makes it a flexible solution, adaptable to a company's specific requirements since the company can personalize the system and effect any follow-up implementations based on its needs.

Furthermore, being able to analyze, create reports, and run statistical analyses provides management with precise and timely planning and control tools.

Planning, organization, analysis, security and safety: the many functions of Gymgest make it the ideal solution for greater efficiency in managing sports and wellness organizations, with huge advantages in terms of user satisfaction and consequently, in terms of operating results.

With over 2.700 employees, a distribution network with over 1.100 partners in Italy and another 200 throughout the world, with over 95.000 customers Zucchetti group is one of the most important Italian players in the IT sector, offering innovative software and hardware services, projects, and solutions of the highest quality to professionals, private companies, and public administrations.

Zucchetti group is a leading provider of services, advice, and solutions in computerised information management and access control for sports facilities and companies operating in sports, leisure, and wellness as seen in the security systems set up in 100 stadiums in both Italy and the rest of the world as well as over 1000 companies in the sector who have put their faith in the know-how, skills, and professionalism of Zucchetti group.

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