

Top 8 fitness cases

Eight clients, measurable results



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Introduction

Most technology partnerships in the fitness industry don't fit neatly into a single service category. A mobile app rebuild becomes a data strategy. A cloud migration becomes the foundation for a member management platform. A DevOps overhaul becomes

We connect the entire fitness ecosystem

Most technology providers in fitness pick a lane: operations, member experience, or equipment. We work across all three.



the reason a support team can finally keep pace with member demand. So rather than organize this collection of case studies by domain, we've grouped it by the types of fitness brands we support: Clubs & Franchises, Fitness Equipment & Sports Goods Manufacturers, and Digital Platforms.

Coherent Solutions has spent years embedded in the fitness industry's shift from physical-only experiences to connected, data-driven ecosystems. The eight engagements in this collection span mobile apps, e-commerce, DevOps, data platforms, and equipment integration, but the common thread is the same in every case: technology that had to work, at scale, for members and franchisees who don't have patience for anything less.

Our track record is named, not claimed

For more than fifteen years, we have delivered for companies like Life Time, Planet Fitness, Purpose Brands, and VASA Fitness. Ask them about us.

We live fitness, not just technology

Our people train in gyms, use the equipment, and wear the devices we build software for. We are not learning the industry from a requirements document. We understand the member experience because we live it ourselves. We know why a member churns, why equipment data matters, and why a front desk workflow breaks at 6 a.m.

Clubs & franchises

Consistency across hundreds or thousands of individually run locations, without sacrificing a modern, unified digital experience.

Planet Fitness

Top 1-2

ranked app, Apple & Google Health/Fitness

150%

growth in unique mobile installs (7 mo.)

+15%

development velocity (first 6 mo.)

Context

Planet Fitness, one of the largest and fastest-growing fitness franchises in the U.S. with millions of members and thousands of club locations, needed more than a custom app. Member registration, class booking, and ordering ran on disconnected platforms that didn't integrate with each other, and staff were stuck managing manual workflows that slowed growth and made scaling harder. Without integration between CRM and e-commerce, personalized upselling was guesswork instead of a data-driven opportunity.

Solution

Coherent Solutions became an embedded partner with Planet Fitness, working directly alongside their product and IT leaders. Our team, which grew to more than 50 specialists spanning mobile development, web, data, UX, QA, and DevOps, ran workshops with members and staff to map frustrations into a clear product roadmap. From there we built a mobile-enabled, multi-platform ecosystem: real-time workout tracking with live heart rate feedback, integrated class registration, e-commerce, CRM-driven personalization, and on-demand training content, bridging the in-club and at-home experience into one connected system.

Aspiration

Build a unified, digital fitness experience that delivers live heart rate feedback, personalized content, and seamless service booking, all while integrating fragmented systems and streamlining staff workflows behind the scenes.

Value created

The result was more than an app: it became a digital fitness companion members actually used daily. Real-time heart rate feedback turned workouts into interactive, data-driven experiences that strengthened loyalty and retention. Streamlined class registration and service ordering opened new revenue streams, while personalized training plans and smart CRM-driven recommendations gave Planet Fitness a scalable platform built to grow with its membership base.

Leading U.S. fitness and wellness brand

Under NDA

\$400k+

annual IT cost savings

Top 50

global fitness app,
4.8 rating

200k+

app store reviews

Context

As a national network of premium health clubs, this client's digital footprint had grown in silos over more than a decade, each platform built for its own moment, none built to integrate with each other. Fragmented workflows hindered staff productivity, delayed new digital services, and made it nearly impossible to get a single, reliable view of member data. Patchwork fixes were no longer enough.

Solution

As a long-term partner since 2014, Coherent Solutions assembled a cross-functional team with deep .NET expertise and remarkable delivery continuity: our team has averaged four years of tenure on this account. On the enterprise side, we redesigned global websites and mobile templates through Adobe Experience Manager, migrated APIs from MuleSoft to Spring Boot for better scalability, and centralized data systems for more reliable reporting. On the member-facing side, we started with a proof-of-concept for mobile coaching to validate adoption before scaling, then delivered the brand's first heart rate-connected app. From there, our role expanded into a full multidisciplinary team, integrating VO₂ Max testing, advanced coaching, café ordering, and e-commerce personalization into one unified digital ecosystem.

Aspiration

Unify a decade of siloed systems into a resilient, modern digital backbone, without disrupting day-to-day club operations, while also building the client's first connected mobile app to unify fragmented member-facing services and open new revenue channels.

Value created

The enterprise modernization work alone saved the client more than \$400k annually while creating a foundation for AI-driven personalization and long-term growth. On the consumer side, the connected app became a Top 50 global fitness platform with nearly 200,000 reviews and a 4.8 rating, driving new revenue through digital sales and upsells, while improving retention through coaching, training, and content members could access anywhere.

A global fitness franchise

Under NDA

5,000+
franchise locations

32
countries

12 yrs
partnership tenure

Context

Franchise growth at this scale creates a specific kind of complexity: thousands of independently run locations that all need to feel like the same brand. What started as support for a single franchise brand during a period of global expansion grew, through a series of mergers, into a mandate to build a unified digital ecosystem for a multi-brand franchisor.

Solution

Over 12 years, Coherent Solutions grew alongside this client's expansion, ultimately fielding a delivery group of more than 40 specialists. Our work spans mobile apps, franchise portals and dashboards, member-facing websites, a data warehouse, and reporting solutions: the connective tissue that lets a multi-brand, multi-country franchise operate as one system instead of thousands of disconnected locations.

Aspiration

Build and maintain consistent digital infrastructure (apps, portals, dashboards, and data systems) that scales across thousands of independently owned locations in dozens of countries, without sacrificing a unified member and franchisee experience.

Value created

The client now runs a consistent digital experience across thousands of locations worldwide, with automated workflows that have measurably improved operational efficiency. Better visibility into operational data has sped up decision-making, and the platform's scalability has kept pace with a franchise network that continues to grow into new countries and brands.

A fast-growing regional fitness club chain

Under NDA

AWS

cloud migration
completed

Improved

member retention
& engagement

Expanding

into mobile app
development

Context

This fast-growing club chain, spanning gym facilities, classes, personal training, pools, steam rooms, and boutique studios, needed to move off legacy cloud infrastructure to support its next phase of growth. Existing systems limited the pace at which the client could ship improvements or scale securely.

Solution

Coherent Solutions assembled a dedicated, cross-functional team to lead the AWS migration end-to-end, then transitioned into an ongoing enhancement and support model, clearing technical debt and shipping bug fixes and new features on a continuous basis. With the cloud foundation in place, the engagement is now expanding into mobile application development.

Aspiration

Migrate the client's website to AWS to improve security and reduce infrastructure cost, then build on that foundation with ongoing enhancements, bug fixes, and, looking ahead, a dedicated mobile application stream.

Value created

The migration has already improved retention and engagement across the client's digital ecosystem, with the AWS foundation expected to unlock further revenue growth as new mobile and digital capabilities come online.

Fitness equipment manufacturers

Where hardware meets software, and the digital layer
has to keep pace with millions of real-time workouts.

Bowflex (Nautilus)

10–20xsystem performance
improvement**1,500+**

bugs resolved

Zero

order backlogs

Fastermonthly release
cadence

Context

Bowflex, the connected fitness equipment brand under Nautilus, Inc., needed to modernize legacy systems that were struggling to keep up with high transaction volumes and real-time biometric data demands. Outdated infrastructure, weak monitoring, limited automation, and release risk made it harder to support both new equipment models and the growing base of users relying on real-time performance data.

Solution

Coherent Solutions embedded directly into Bowflex's product and engineering teams to rebuild the order-processing and e-commerce backend on scalable, serverless, cloud-native architecture on AWS. We refactored infrastructure using Terraform, split Kubernetes clusters by environment, and replaced the monitoring stack with DataDog for far better visibility into system health. On the mobile side, we improved the app's integration with both Bowflex equipment and third-party wearables, capturing real-time biometric data (heart rate, calorie burn, workout duration) and presenting it through intuitive, motivational dashboards. Automated testing coverage expanded significantly along the way, accelerating the release cycle without compromising quality.

Aspiration

Modernize legacy systems to support high transaction volumes and real-time engagement features, amid rapid demand shifts, while elevating customer experience and operational efficiency, all without disrupting a product line with a large, loyal user base.

Value created

The modernized backend delivered a 10–20x improvement in system performance and eliminated order backlogs entirely, even at scale. The team resolved more than 1,500 bugs, reduced downtime, and strengthened security, while faster, more reliable monthly releases translated directly into improved app stability and higher Google Play ratings, solidifying Bowflex's position as a connected fitness leader and driving stronger customer retention and acquisition.

A global connected fitness equipment manufacturer

Under NDA

POC → Live

Connected Strength
mobile experience

Multi-facility

equipment platform
management

AI concepts

in active development

Context

This global manufacturer of commercial and home fitness equipment, with brands spanning strength, cardio, and specialty training equipment, needed a technology partner who understood the fitness industry and could move quickly on both proof-of-concept work and platform-level enhancements, without the friction of a heavyweight agreement process.

Solution

Coherent Solutions built a Connected Strength mobile app that integrates with the client's exercise equipment for automatic rep counting, and enhanced Android panel displays to support club-specific user experiences. On the platform side, we modernized their equipment management platform with a new UI and a more scalable backend, adding capabilities that let gym and hotel operators manage multiple facility accounts from a single system: inviting users across facilities, discovering and onboarding equipment by serial number over the internet, pushing remote software updates, tracking usage stats, and running custom branded content and campaigns directly on equipment attract screens. We also helped the client concept-test AI ideas that are now moving into active development.

Aspiration

Build a connected strength mobile experience that integrates directly with exercise equipment, modernize the client's equipment management platform with a scalable backend and new UI, and begin concept-testing AI capabilities for future development.

Value created

The enhanced platform and connected mobile experience have improved the experience for both gym operators and members, strengthening customer loyalty and contributing to increased equipment sales, while laying the groundwork for AI-driven personalization as the next phase of the partnership.

Digital platforms

Mission-critical software behind engagement, registration, and scheduling, where downtime isn't an option.

A sports technology platform serving youth and amateur athletics

Under NDA

30+ gb

Salesforce storage reduction

Faster

release velocity & reliability

Reduced

operational costs & tech debt

Context

This platform supports CRM, support tooling, and DevOps operations behind youth and amateur sports management at scale. As the platform grew, its DevOps practices and Salesforce implementation hadn't kept pace, slowing releases, driving up storage costs, and making customer support harder to scale.

Solution

Coherent Solutions modernized the client's DevOps foundation with Kubernetes and CI/CD pipelines, and led an API gateway migration to support more flexible integrations. On the Salesforce side, we automated CRM workflows and improved support tooling to give customer service teams faster, more reliable access to the data they needed.

Aspiration

Modernize DevOps practices and transform the Salesforce implementation to support faster, more reliable releases and better customer service operations, while reducing operational costs and technical debt along the way.

Value created

Release velocity and reliability both increased, giving the client a more predictable path to shipping improvements. Customer service response times and support quality improved alongside better marketing efficiency and data visibility, while the Salesforce transformation alone reduced storage by more than 30 GB, cutting both operational costs and accumulated technical debt.

A leading youth sports and tournament management platform

Under NDA

9 yrs

partnership across
3 platforms

Stabilized

legacy systems

Stronger

regression coverage

Context

This client's core platform supports registration, rostering, communications, compliance, volunteer management, and payments for youth sports organizations. As the client acquired two additional platforms (one focused on tournament registration, scheduling, and live scoring, the other on mobile-first scores and schedule updates for tournament venues), the engineering and QA demands across all three systems grew accordingly.

Solution

Over nine years, Coherent Solutions provided a dedicated .NET engineering and QA team supporting full-cycle development and testing across all three platforms. Our team stabilized legacy code, built and shipped new features, and introduced more structured testing processes, work that expanded naturally as the client's platform portfolio grew through acquisition.

Aspiration

Provide long-term, dedicated engineering and QA capacity to stabilize legacy code, reduce technical debt, and accelerate development across three related but distinct platforms, all while keeping pace with evolving business priorities.

Value created

The long-term partnership has delivered stabilized legacy systems, meaningfully reduced technical debt, and stronger regression coverage, giving the client more predictable releases across all three platforms even as scope and complexity grew.

Conclusion

Across all eight engagements, one pattern holds regardless of customer type: The organizations creating the greatest enterprise value aren't chasing isolated technology trends. They're investing in the digital foundations that make innovation possible, connecting fragmented systems, modernizing platforms, and building the data infrastructure that powers better decisions and exceptional member experiences.



Vadim Bartlov

Sector Executive for Fitness & Wellness

Today, that foundation matters more than ever. AI is rapidly transforming the fitness industry, from intelligent coaching and personalized member engagement to predictive equipment maintenance, operational automation, and data-driven business insights. But AI is only as effective as the technology ecosystem behind it.

For more than 15 years, Coherent Solutions has helped leading fitness brands build that foundation through cloud modernization, connected platforms,

mobile applications, equipment integration, and scalable engineering.

Today, we help clients extend those investments with AI, creating smarter products, more efficient operations, and more engaging experiences for members.

Whether you're modernizing legacy systems, connecting an isolated fitness ecosystem, or exploring the next generation of AI-powered experiences, we're ready to help you shape the future of fitness.

If your organization is facing fragmented systems, an aging platform that can't keep pace, or a digital experience that hasn't caught up with your members' expectations, we'd welcome the conversation.

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