

MYTRAK Health System Inc. and Fusepoint Managed Services



“VMware provides the level of high availability, redundancy, and scalability that Fusepoint requires to host the MYTRAK application. Virtualization from VMware also enables us to differentiate our managed service offerings from our competitors and offer MYTRAK a flexible solution.”

— Bik Dutta
Director of Product Management
Fusepoint Managed Services,
VMware Service Provider

KEY HIGHLIGHTS

Challenge

Support over a million users at 4,000 separate health clubs with a highly available, scalable, and cost-effective fitness feedback system.

Solutions

As a VMware Service Provider Partner (VSPP), Fusepoint Managed Services designed and implemented a fully managed hosting environment based on the VMware Virtual Infrastructure for MYTRAK's Success Coach application.

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MYTRAK Health System is a health and wellness company delivering solutions that engage people to get fit, stay fit, and make better choices in their day-to-day lives. Through its unique, patented approach, the MYTRAK coaching and feedback system helps individuals overcome traditional barriers to exercise and encourages long-term behavior modifications leading to a healthier lifestyle.

MYTRAK Health System has only been in business four years, but the company's fitness solution has already been installed in over 4,000 health clubs worldwide. Currently, over a million people are using the MYTRAK Success Coach system, an average of two to three times per week.

The MYTRAK solution is provided to health clubs either as an OEM solution, or in a software-as-a-service (SaaS) model. Since the MYTRAK system works with the exercise equipment the health club already owns, it offers health clubs an easy and cost-effective way to expand services to customers without a large outlay of capital.

“A new MYTRAK Success Coach user starts by creating a personal profile through a central kiosk, including metrics such as their weight and height, as well as their target health and wellness goals. Beginning with a strength test, the Success Coach creates an individual program that will ensure the participant can achieve his or her targets,” explained Julio Andracchio, Vice President at MYTRAK. “Then, by using a simple RFID key swipe tag, each piece of equipment recognizes the user, runs the user's specific program, and then coaches and encourages the participant through the workout quickly, gradually increasing intensity as the user improves.”

At the end of each workout, the user uploads the data from the RFID key tag to a central kiosk located at the health club. The data is then processed by the Success Coach application to update the user profile. As a result, the user's exercise regime is adjusted to reflect the new metrics and provides a detailed analysis of the participant's efforts including any flags or areas of concern, as well as an overall Performance Index (PI) rating which represents an array of complex physiological data in an easy to understand graphical interface.

Fusepoint Managed Services Steps Up to the Challenge

MYTRAK Health System enlisted the help of VMware Service Provider Partner (VSPP), Fusepoint Managed Services, to host its Success Coach solution. “We need to ensure maximum uptime for our Success Coach application,” explained Andracchio. “We wanted to ensure high availability with redundancy, and have the ability to scale easily—but we didn't want to create and manage the infrastructure here. Our passion is about delivering quality health and wellness solutions for people to overcome barriers to exercise, lose weight, and get healthy. We wanted a partner who was equally passionate about delivering high quality managed services, and we chose to bring in Fusepoint to manage that functionality.”

VMWARE AT WORK

VMware Infrastructure Managed by Fusepoint:

- VMware ESX
- VMware VMotion
- VMware DRS
- High Availability Managed Services from Fusepoint: Bandwidth, Backup, Firewall, Intrusion Detection, Load Balancing, VPN

Founded in 1999, Fusepoint is a leading provider of managed IT solutions for companies with applications that demand the highest levels of security and availability. The company is based in Toronto, and also has offices and data centers in Vancouver, Montreal, and Quebec City. Fusepoint's managed IT solutions are SLA-guaranteed, scalable, and designed to reduce cost structures while mitigating the risk of service disruption for its customers' applications.

"We specialize in providing high availability for all mission-critical applications, while maintaining the most stringent levels of security for protection of our client's sensitive personal information," explained Bik Dutta, Director of Product Management at Fusepoint.

The Solution

Fusepoint provides a fully managed hosting environment for the MYTRAK application, running VMware ESX virtualization software as the foundation of its on-demand application service. Fusepoint's VMware Certified Professionals customized the hosting environment for MYTRAK to optimize the performance, while the VMware platform allows for ultra high availability and disaster recovery protection.

"All user data is uploaded from each health club's central kiosk nightly to a pool of managed ESX servers in one of our datacenters," explained Dutta. "We are currently hosting 7TB of data for the MYTRAK application, and that number is expected to grow to at least 10TB by the end of this year."

"Virtualization is the 'hottest topic' that we are seeing in the marketplace today," stated Dutta. "More than half of our new clients are asking us how they can take advantage of virtualization in our managed hosting environment. VMware enables us to provide a truly scalable, high availability solution to support the MYTRAK application 24x7."

"We evaluated several other virtualization platforms, but selected the experience and time in the market that VMware and Fusepoint offered," explained Andracchio. "VMware created significantly better benefits from an organizational point of view—including failover high-availability, scalability, and cost-effective disaster recovery."

Providing a Personal Coaching Device

The MYTRAK Success Coach system has been so successful, that the company is now expanding its product and service offerings to provide a personal, portable device for individual users. "By using VMware virtualization as the underlying platform for our Success Coach application, we are now ready to deploy a highly secure, password-protected service to individual users who will be able to use the device both in or out of a health club," concluded Andracchio.

Results

- Provided a cost-effective platform for the MYTRAK Success Coach application
- Ensured high availability of the mission-critical environment
- Enabled easy scalability with no downtime for testing
- Facilitated the development of new personalized services

