

Applied Innovation Keeps Athletic Club in Southfield at Peak Performance with Advanced Technology Solutions



Industry: Recreation + Sports Management
Services Used: Managed IT

“We don’t have a big full-time staff, so they handle everything while we do our jobs. They’re quick and fast. If we have a virus, they’re on it. Anytime we have a power outage, they rescue us immediately, and we’re back online. Whenever they do a survey, we give them a perfect score.”

LORI ALLMACHER
Franklin Athletic Club

Customer Challenge

Franklin Athletic Club, a family-owned facility in Southfield, Michigan, has been setting the standard for elite fitness and recreation since 1970. From its expansive indoor and outdoor pools to the Midwest’s largest indoor tennis arena, the club offers top-notch amenities. But behind the scenes, the club faced significant hurdles: maintaining a robust network security, ensuring disaster recovery, and guaranteeing seamless communication were all essential for keeping operations smooth. With a wide range of services and large membership base, Franklin Athletic Club needed a technology partner that could keep pace with their high standards and provide reliable support.

Applied Solutions

Applied stepped in to elevate Franklin Athletic Club’s tech game. By implementing a suite of cutting-edge technology solutions, Applied tackled the club’s challenges head-on. The team provided a comprehensive managed network service plan, including scheduled onsite visits and remote diagnostics. This meant Franklin Athletic Club could enjoy peace of mind knowing their network was secure, their data was backed up, and any issues could be resolved swiftly—often without disrupting club operations. Applied’s approach ensured that technology matched the club’s elite standards, enhancing operational efficiency and member satisfaction.

The Benefits

- Applied Help Desk offered rapid resolution of network issues
- Minimized downtime during operational hours
- Increased staff efficiency with IT concerns handled externally
- Lower overhead costs
- Enhanced technology delivers a top-tier experience for members and staff



At Applied Innovation, we have over 35 years of technology expertise, 500+ team members, world-class brand partners, and a passion you’ll rarely find in a business like ours. Plus, as an independent dealer, we have the autonomy to always do what’s right for you.

Whether your goal is adopting new technologies, making smarter use of the tools you already use, or maybe a mix of both, our people are always available. And always happy to help.