

Fitness First Australia Implements Oracle Business Intelligence 11g to Drive Energy Efficiency Improvements

Fitness First Australia Reduces Total Energy Consumption and Carbon Emission by 10%, Wins Oracle's "Enable the Eco-Enterprise" award

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News Facts

Fitness First, the largest global health club and gym operator with over a million members in 500 clubs worldwide, has implemented Oracle Business Intelligence Enterprise Edition 11g, Oracle Essbase and Oracle partner product Environmental Measurement and Management Application (EMMA) to measure and reduce the company's carbon footprint and lower operational costs in 95 Fitness First gyms in Australia.

Fitness First's Australian organisation wanted to emulate the success of the UK clubs by producing efficiency improvements. The business wanted to meet National Greenhouse and Energy Reporting (NGER) Act requirements, measure the results of efficiency projects and infuse change by providing gym managers, staff, and members with intelligent and accessible information about their energy consumption.

The organisation implemented EMMA, a sustainability analytics tool developed using Oracle technology, that accurately measures and reports resource consumption and CO2 equivalents.

The solution leverages Oracle Business Intelligence Enterprise Edition 11g and Oracle Essbase to transfer operational data (such as readings from gym electricity meters, localised weather information) to a data mart for analysis and then to an OLAP cube for deeper analysis, modelling and forecasting. The solution leverages Oracle Data Integrator Enterprise Edition and runs on Oracle Database 11g.

As a result of the Oracle solutions, Fitness First Australia reduced total energy consumption and carbon emission by 10% for the company's financial year ending 2010 and has achieved NGER Act requirements.

Oracle presented Fitness First Australia with

an 'Enable the Eco-Enterprise' 2010 award at Oracle OpenWorld San Francisco 2010. The international award recognises corporations that have reduced their environmental impact while also maintaining business efficiencies. Fitness First is the first company in the Australian fitness industry to receive the award.

Supporting
Quotes

The primary goal of Fitness First in undertaking this project was to reduce our carbon footprint by lowering energy consumption within our gyms. This could not have been achieved without the Oracle-based sustainability analytics tool, EMMA. The vast amounts of energy data consolidated in EMMA's dashboard make complex analysis very straightforward but outstandingly valuable to Fitness First's plans, said Michael Rose, Procurement Manager, Fitness First Australia.

Oracle is proud to be associated with organisations like Fitness First who are using Oracle technology in an innovative fashion to enable a greener community. Oracle Business Intelligence Enterprise Edition 11g delivers contextual, relevant and actionable insight to everyone in an organization, resulting in improved decision-making, better-informed actions, and more efficient business processes. Fitness First has taken this to the next level and, as a result, Oracle's Enable the Eco-Enterprise award is well deserved, said Fintan Diviney, General Manager, Business Intelligence and Enterprise Performance Management, Oracle Australia and New Zealand.

Supporting Resources

Oracle Business Intelligence
Enterprise Edition 11g

Oracle Essbase

About Environmental Measurement and Management Application
(EMMA)

Oracle Data Integrator Enterprise Edition

Oracle Database 11g

About Enable the Eco Enterprise

About Fitness First

Fitness First, fitness for
everyone...everywhere

Fitness First offers everyone, no matter your age or fitness level, the opportunity to improve your health and fitness as well as have fun.

A Fitness First gym provides comfortable surroundings, state-of-the-art gym equipment and the latest Group Fitness Programs. We have friendly and knowledgeable staff, ensuring our members receive a fantastic experience with every visit to the gym.

We started with just one gym and the simple philosophy of providing affordable fitness. Over a decade later, we are still committed to offering the same.

Fitness First is the largest global health club and gym operator with over a million members in 500 clubs worldwide. We are your passport to fitness, giving you access to over 90 convenient gym locations across Australia.

So wherever your travels may take you, there is likely to be a Fitness First gym right around the corner. It's never been so convenient to stay in shape!

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