

Software, Hardware & Services

BROCHURE



Club Management Software Packages Tailored To Your Club

Ashbourne Membership Management offers club management software that is completely modular, so you can fully customise your own package with us. Take a look at how we can help you streamline and automate your club in the ways that you actually need.



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All-in-One Club Management Platform

WELCOME

At Ashbourne, we've been helping health clubs and gyms grow for over 25 years. A lot has changed in that time, and we've since helped thousands of clubs stay at the cutting edge with their software and customer services.

We started out as a management and payment collection service, but in the passing decades, we've strived to be the most complete all-in-one membership management platform around.

Whether we're helping you keep track of your members, collecting direct debits, or building your website; Ashbourne's goal is simple. We want to truly be a part of your club, because the more you succeed, the more we succeed.

You choose the software you want, so you only take on the services that make the biggest impact to your business. We know that your club is unique, so your software package will be no different!



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Software Summary

Here you can see every single module that makes up Ashbourne's software offerings, so you can start building your perfect gym system. Whether you own a small gym and just want to keep track of your

class bookings; Or you manage a multi-site 24/7 unmanned club that wants to analyse every aspect of your member's fitness life – we have something to suit you.

Additional Software Add-Ons

Lead Generation



From landing pages to email campaigns, we help you reach potential prospects and generate lifelong members.

**Optional Extra
€50 per month**

Payment Collection



We collect and transfer your monthly membership payments into your nominated account. We can also recover any defaulted payments.

**Fee per Each Monthly
Direct Debit**

Prospect Management



Keep track of every single lead in our CRM and guide them along their journey from new visitor to full-fledged member.

**Included with Lead
Generation Module**

Build Your Perfect Club Software

Automated Club Check-In



Completely automate your member check-in and registration to efficiently record attendance. With real-time data that seamlessly links to a live payment server so you can see the exact payment status of your members.

EPOS (Till Module)



Our EPOS system helps you create a new income stream by finally taking control of your secondary spend. Track your members' purchases in the gym, from supplements to training sessions, all while managing your stock levels.

Club Dashboard



Our BI Dashboard provides you with at-a-glance reports showing the performance and trends of your club and its members. Discover your sales compared to previous months/years and send targeted messages to specific members.

Online Class Booking



Our fully branded & responsive class booking software allows your members to view classes, book their slot, cancel classes and make payments. You can even set it to ban frequent no-shows.

Online Joining



A branded online sign up that allows members to join via your club's website or Facebook page. Members can sign up for every membership type instantly, with discount and tracking codes to aid in your marketing efforts.

Members App



Fully-branded and customisable club app for your members. Give your members the ability to create and track workout sessions with graphic reports plotting their progress, communicate with trainers, book classes and much more.

Staff & Facility Scheduling



Easily manage your facility court/pitch bookings whilst also having the ability to assign your staff to various roles and tasks. You are also able to clearly mark if a booking has been paid or not and also allow repeat bookings.

Gym Sessions Booking



Our gym sessions booking system allows you to limit the number of people in your club at any time, to keep your staff safe and healthy. With automated waiting lists, all your online bookings and cancellations are handled automatically.

Hardware Summary

Ashbourne offers a range of hardware which is completely integrated with our software ecosystem, to make running your club more efficient, freeing up time for both you and your staff.

From a choice of entry systems, membership cards and cash drawers; it's time to re-imagine your club's security and save hours of admin time with our range of automated options.



Membership Cards



We will provide 500 club branded magnetic strip membership cards. Additional cards can be purchased through our recommended supplier.

Included
Free of Charge

Pincode Access Control



Members simply enter a code in order to gain access to your club. This can also be used alongside our magnetic door locks and biometric scanner.

Optional Extra
€25 per Month

Cash Drawer



When linked up with our EPOS module, this is an ideal solution for clubs to take cash payments and issue receipts right from the desk.

Optional Extra
€300



Turnstiles, Gates & Speedlanes

Optional Extra, Price on Request

Ashbourne offers a selection of turnstiles, gates and speed lanes specifically designed to manage entry into your facility in a safe, efficient, and cost-effective way. Fully integrated with all our club management software, installed and maintained by our expert installation team; We have the ideal solution to reduce your staffing costs or allow 24 access.

Magnetic Door Locks

Optional Extra, Price on Request

Ashbourne's electromagnetic door locking system can be fitted to existing doors and gates to offer a reliable and cost effective security option. Suitable for single and double doors, as well as doors that swing inwards or outwards, they are the perfect option that can be easily tailored to your facility.



Barcode/QR Scanners

Optional Extra, Price on Request

Our Barcode and QR Scanners are compatible with all our entry systems and provide your members with a completely digital and secure way to access your club. You can either issue barcodes or generate unique QR codes through your club's app, so your members can access your gym around the clock, with no risk of forgetting fobs or cards.

Biometric (Fingerprint) Scanners

Optional Extra, €25 per Month

Fingerprint scanners provide your club with the most secure level of access control and prevents your members from being able to share their access details. Our scanners convert fingerprint images to a unique code for each of your members and can be used in conjunction with a keypad as a backup option for those who do not want to give their fingerprints.

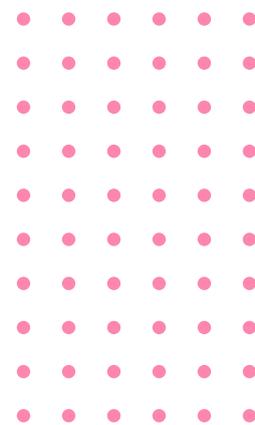


Card Readers - Magnetic Swipe & RFID

Magenetic Swipe, Included Free of Charge

RFID, Optional Extra, Price on Request

Membership cards offer quick and easy access into your facility and can be completely customisable with your branding. Our cards can be used in with our magnetic swipe or RFID readers and will work seamlessly with every single one of our entry systems.



Additional Services

In addition to our outstanding software and hardware choices, Ashbourne has a range of additional services to complete your package and ensure that your club is getting the most from us. If you want to revolutionise every inch of your business, then take a look through our extra services and continue building your perfect club.

Initial Training



We will provide complete training for your staff to ensure you get the most out of your software and have a full understanding of how the software works and how to get the most from your club.

Included
Free of Charge

Ongoing Support



Our aim is to help you as much as we can and therefore we have a support team on hand to help you with any queries you may have as they arise.

8.30am - 6.00pm, Monday - Friday

Included
Free of Charge

As well as making sure you are confident in using our software by providing training and ongoing support, Ashbourne also has a catalogue of optional extras to help you level up every aspect of your business. From better internal communications with your members, to refreshing your branding and empowering your digital marketing – we have something to help every club owner take their business further.

Email Campaigns



Send targeted emails to your members, ex members and prospects. Keep your active members informed and give exclusive offers to attract your old members back.

**Included
Free of Charge**

Text Message Campaigns



SMS texts are the most effective way to get in touch with your members, which is why we provide it as an additional way for you to win new business and keep your members up to date.

**Optional Extra
5c per text**

Internal Messaging



A dedicated messenger connecting directly to the Ashbourne office staff. Enabling you to get your queries answered quickly and feel confident that you have our full support.

**Included
Free of Charge**

Postcard Mailout Campaign



A design, print and mailout service to targeted addresses in your club's database. Ideal for sending exclusive offers to ex members where you might not have their email address.

**Optional Extra
75c per text**

Digital Marketing Campaigns



A platform of over 25 unique and distinct promotions, individually crafted and branded for you. Designed to generate more leads and more members for your club.

**Optional Extra
Information Available on Request**

Website Build & Maintenance



We design and build amazing websites to compliment your brand that will help you get discovered on Google and encourage members to sign up online. Ongoing maintenance included.

**Optional Extra
Information Available on Request**

We're Ready To Help You Build Your Perfect Club!



Get In Touch For Further Details

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