

A man in a dark suit and striped shirt is smiling and looking towards the camera. He is standing in a gym, with his hand on the handle of a treadmill. In the background, there are rows of treadmills and large windows. A grey text box is overlaid on the left side of the image.

” We have moved up from the basements and transformed the role of personal trainer into a respected and important profession.”

Fitness is developing quickly and our business is expanding rapidly, says a physically fit Arvid Johansson, CIO of fitness centre chain SATS. A state-of-the-art payment system is also a must. With its well-established presence on the Nordic market, Point was the obvious choice.



We're helping 300,000 people stay in shape and improve their lives.

“We needed a solid, contemporary approach that would work well across the Nordics,” explains Arvid Johansson, CIO of rapidly growing fitness chain SATS.

Point's well-established position on the Nordic market made it an obvious choice. Furthermore, Johansson was already familiar with Point from his time in the retail sector.

“I was very happy with what I saw back then,” says Johansson. “And in all honesty, they are the best match for our needs today.”

SATS has always been keen to be at the forefront of administrative and technical development. And you have to practice what you preach, especially in a world that is intensely trend sensitive.

“Our business is constantly developing with new group classes and fitness techniques,” says Johansson. And things move fast. At least a dozen new training methods are launched every year. New for this year are Parkour, SATS Running Club and Small Group Training – which offer courses in smaller groups with a personal trainer.

Old-fashioned fitness classes are things of a past. Today, SATS runs 116 fitness centres in Sweden, Norway, Denmark and Finland. Some 5,000 employees work with close to 300,000 members annually, amounting to a solid turnover of around SEK 1.7 billion.

“We have transformed the role of personal trainer into a respected and important profession and moved fitness centres up from hidden, anonymous basements to visible locations. Today's offering attracts members from a broad age range and caters to many different types of fitness needs.”

Here are some impressive figures from SATS:

- **Number of fitness centres:**
116 in Sweden, Norway, Denmark and Finland.
- **Number of members:**
300,000.
- **Number of employees:**
5,000.
- **Annual turnover:**
SEK 1,700,000,000 (SEK 1.7 billion).

SATS is a truly Nordic company: established in Norway in 1995, owned by Danish group Trygghetsgruppen since 2006, and its corporate office is in Sundbyberg, just north of the Swedish capital, Stockholm. Sweden and Norway are the two largest markets, and while Finland is its smallest market, it is growing steadily.

Another important criteria for working with Point was meeting all new security requirements for card payments that are PCIDSS regulated.

We also needed to oversee the flexible integration of POS, payment systems and terminals.

“It's all been remarkably easy and straight forward,” says a content Johansson.

“Furthermore, Point has always been very responsive whenever we have needed extra support.”

