GLADSTONE SOFTWARE

OVERVIEW

Gladstone

CONTENTS

ABOUT US

WHO WE ARE

Gladstone Software has been providing innovative Leisure Management Software for more than 40 years. We take pride in understanding and interpreting the leisure industry's ever-changing needs. The result? We deliver market leading solutions to leisure centres, universities and health clubs across the UK and Ireland.

WHAT DEFINES US

Welcome to Gladstone, where technology innovation and straight forward customer service intersect to shape the future of the leisure software sector. As a trusted industry partner, we are **dedicated to driving digital transformation**, and our cloud-native software stands at the forefront of this revolution. Embracing the latest technological advancements, we continuously evolve our solutions to ensure that our customers stay ahead of the curve.

But our commitment goes beyond technology. At Gladstone, **we prioritise our people**, cultivating a vibrant employee culture characterised by empowerment and passion. We equip our teams with the tools, toys and resources they need to thrive, fostering a sense of pride in their work. Quality takes precedence over hours worked, as we recognise and reward our employees based on results and output, not just time spent in the office.

Central to our values is our **customer charter**, which revolves around improving the quality of our software and services. We believe in complete transparency, ensuring that our customers are aware of the level of service they can expect from us at all times. Even when we fall short of our own high standards, we hold ourselves accountable and strive to exceed expectations.

02. MEET THE TEAM

CLAIRE ROLLINS
Chief Executive Officer
Working in the Health and Fitness Industry for over 10 years, both in the UK and US, Claire is passionate about inspiring our industry to innovate and to maximise the part that technology can play in getting more people, more active, more often.

STEVE SCALES
General Manager
Steve has been promoted to General Manager at Gladstone, building on his impactful tenure as CRO since joining the company a year ago. With a rich background spanning over twenty years in the fitness and leisure sector, Steve's previous role as Director at ukactive saw him at the forefront of policy change and fostering collaboration across the leisure industry, especially during the critical period of the pandemic.

STEPHANIE HUTCHINGS
Chief Marketing Officer
Stephanie has carved a distinguished path in the technology sector, beginning her journey as a hardware engineer before venturing into the realm of software. With more than two decades at Microsoft, she excelled in various enterprise sales and product marketing roles. In 2018, she brought her expertise to Gladstone, to establish a digital marketing practice.

MARK OSBORN
Chief Technical Officer
Mark is a dynamic technology leader with over 8 years at Gladstone, where he significantly contributed to the R&D team before leading the company's pivotal shift from on-premise technology to cloud-based solutions as Head of Infrastructure. Elevated to CTO in October 2023, Mark combines his passion for AI with robust credentials in cybersecurity to drive innovation and safeguard our digital landscape.

GARRY ADAMSON
Chief Operating Officer
Garry is an accomplished business executive with a diverse background spanning roles as Managing Director, CEO/COO, and Commercial Director, with a deep specialisation in the sports industry. Garry brings his vast experience in sports software, CRM, data marketing strategies, and customer success to drive innovation and growth at Gladstone.

03. OUR PEOPLE

Steve Scales, General Manager

Mark Osborn — CTO

Cloud & Infrastructure

Software Engineers

Engineering Outsource

TBH — CRO

Brett Cole
Account Management

Deborah Blythe
Business Development

Gordon Watson
Partner Ecosystem

Lindsay Micklethwaite
Product Group

Andrew Marshall
Principal Architect

Garry Adamson — COO

Emma-Jayne Dyer
Customer Service

Sharon Denton
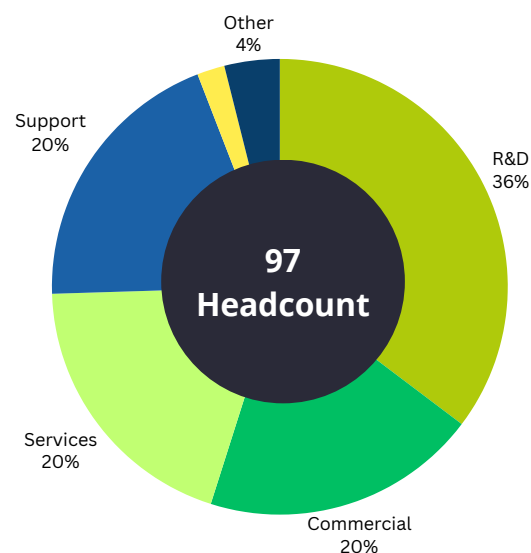Professional Services

Emma Thomas
Customer Success

Steph Hutchings — CMO

Corporate Communications
& Marketing

Peter O'Neill
Sales Director, Ireland

97 Headcount

- R&D 36%
- Commercial 20%
- Services 20%
- Support 20%
- Other 4%

FOR MEMBERS

GLADSTONE GO

Gladstone Go provides a seamless user experience for all members, regardless of how they choose to engage with their club, operator, or facility. It serves as a universal shop window, offering a common user interface that enables consumers to interact with their leisure provider in a streamlined way.

With Gladstone Go, members can easily join a club, book classes or activities, and engage with the provider's services consistently across all devices, whether it be via the web or app.

This simplified approach to consumer engagement allows operators to increase revenue, improve retention, enhance overall satisfaction, and boost member loyalty.
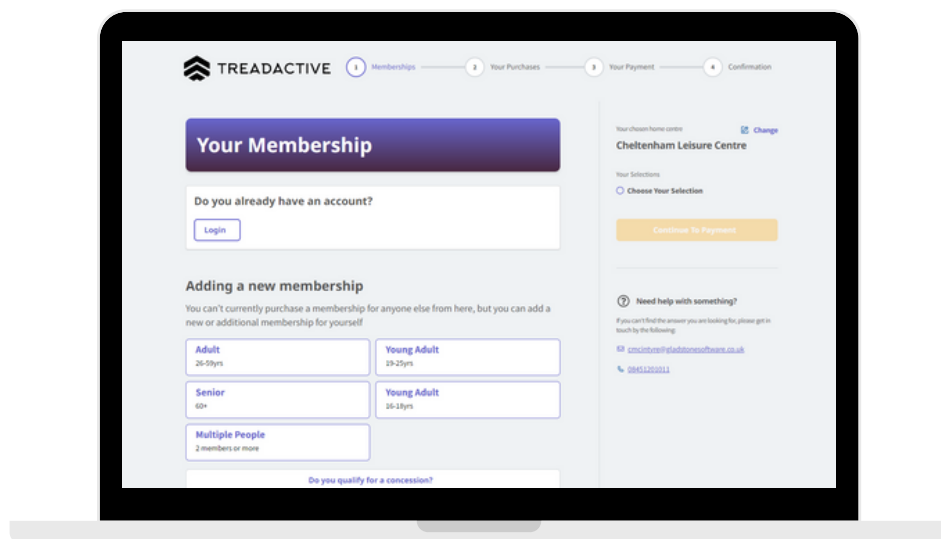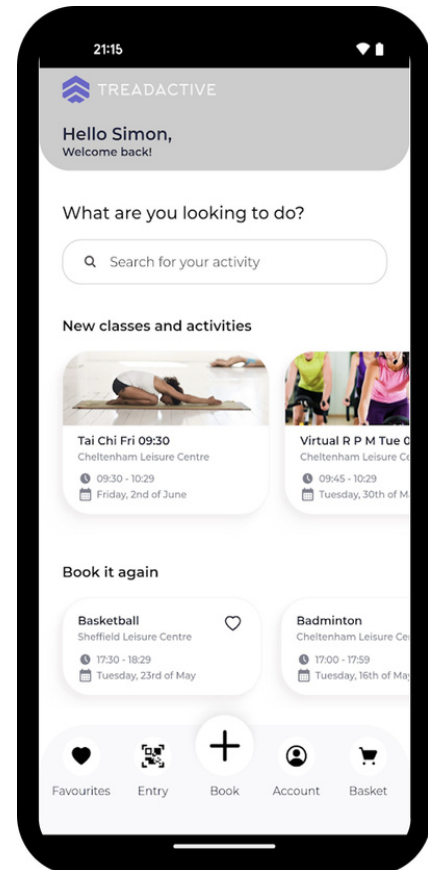

Enable seamless migration from Signature applications like Connect and Join@home as the Go 'book and join' journeys are available independently

SEAMLESS ENGAGEMENT EXPERIENCE

SIMPLE
DIRECT
FOCUSED

> 97% of member app usage is booking orientated, only 3% of members regularly engage with other add-on features

GladstoneGo

OVERVIEW

The app, offers a powerful and convenient solution for leisure operators to engage with their members. The Go app ensures consistent and efficient booking processes with the same familiar Go experience as on the web.

Designed for simplicity, speed, and member personalisation, our app aims to keep members engaged, motivated, and returning time after time. The app allows members to speed through access control with regenerative QR codes that prevent membership sharing and work offline. It also serves as member identification for enhanced security, reducing queues and enabling the reception team to focus on high-value member requirements.

Designed with best-in-class retail experiences, the app supports Apple and Android pay as well as a wallet function for storing multiple payment cards via integration with GladstonePay.

Go is available as a single app in the App Store, supporting the Welsh language, and built from the ground up to align with W3C accessibility guidelines.

FOR OPERATORS

OPERATION MANAGEMENT

360

In a world where the customer is king, ensure you have a friction-free customer journey at every touch point. Elevate your customer experience with our seamless 360 solution. Designed for the customer-centric world, it ensures a friction-free journey at every touchpoint.

Our browser-based platform and tablet-friendly interface empower front-of-house staff to go beyond the desk, delivering an enhanced customer experience.

360 enables staff to efficiently check customers in, predict their habits, and complete transactions with ease with integrated PEDs. The configurable point of sale, and GDPR compliant membership tools further enhance efficiency.

Our components are customisable to meet your specific needs, and our core screens are built from a library of widgets, allowing you to design your own user experiences. From Attendance and Correspondence to Sales and Bookings, our modules offer flexibility to support your unique business model.

Access

Our software integrates with access control gates so users can swipe in (or utilise facial recognition via a Marketplace partner) & operators can keep track of who's using their centre. With a mobile solution, users will be able to swipe in with a QR code.

Self Service

Customers can check in for their class or book another class when they come into a centre on a kiosk rather than queuing up at reception. Or your staff can use a concierge approach with a tablet to delight your visitors.

PRECISE
TAILORED
STREAMLINED

CLOUD ARCHITECTURE

INFRASTRUCTURE

GladstoneGo, is a pioneering cloud-native consumer SaaS solution that transforms member experiences. Launched in 2021, Go is designed to deliver a consistent and seamless interaction with your facility, whether it's through online platforms or mobile devices.

Members can effortlessly book classes, activities, and purchase memberships without the complexity of needing to navigate between different user interfaces and dispirit applications.

GladstoneGo

Unlock the power of the cloud and revolutionise your IT operations with Gladstone Cloud. Built on the Azure platform, it outperforms traditional on-premise and hosted environments, offering unrivalled scalability. Bid farewell to server traffic bottlenecks as our platform seamlessly scales to meet seasonal industry demands and handles complex reporting effortlessly. Rest easy knowing your **membership data is safeguarded** by Microsoft Azure's real-time global cybersecurity measures, ensuring **99.9% uptime** and advanced threat detection.
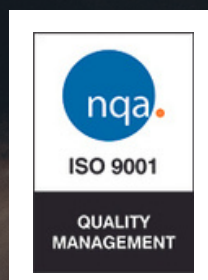
One of the standout advantages for leisure operators is the absence of downtime during enhancements. With Gladstone Cloud, **upgrades are seamlessly** rolled out, ensuring you're always equipped with the latest version of our SaaS software. No need to request upgrades – we keep you ahead of the curve.

We pride ourselves on being pioneers in the industry for 40 years. That's why we **invest 50%* of our profits back into R&D** so we can continue to ensure our solutions adapt and evolve with the ever-changing fitness landscape.

*£2.5 million investment in R&D in 2022

Easy procurement for public sector, Gladstone solutions are certified for **G-Cloud 13 and DAS Frameworks**. With years of experience in supplying efficient and cost-effective solutions to the public sector, we are well-positioned to deliver solutions that meet operators' diverse needs.

SECURE
SCALABLE
INNOVATION

UK CYBER SECURITY COUNCIL®
AFFILIATE MEMBER 23/24

PCi Security Standards Council®

nqa. ISO 9001 QUALITY MANAGEMENT

nqa. ISO 27001 INFORMATION SECURITY MANAGEMENT

FOR TRANSACTIONS

PAYMENTS FOR EVERYONE

Gladstone offer an independent Payment Gateway for your online payments called **GladstonePay**, powered by Cardstream. Your members will experience a straight through mobile responsive payment gateway, which reduces basket abandonment and increases repeat purchases.

GladstonePay will allow you to drive more payments online, lessening the burden on your front-of-house staff taking manual payments and will reduce your carbon footprint with email receipts. The GladstonePay Gateway has built-in security settings that include AVS, CV2 checks, 3D Secure, and velocity check rules to search for fraudulent payment patterns and additional pre-integrated third-party fraud solutions.

DIRECT DEBIT

Our DD solution keeps the process within the Gladstone system. This saves time and effort and removes the need for a third party as your BACS reports are received directly into your system.

RECURRING CARD PAYMENTS

Just like a Netflix or an Amazon Prime subscription, RCP is becoming more and more popular. Easy to set up, RCP is also a great option for international students or anyone else without a UK bank account who wouldn't be able to set up Direct Debit. Offering both Direct Debit and RCP gives your customers ultimate flexibility.

PAYMENT GATEWAY

Our GladstonePay online gateway is a safe and secure way to process payments. Powered by Cardstream, our gateway is mobile-optimised and offers tokenised payments and a stored card wallet - to give the ultimate customer experience.

ACQUIRER

Our free acquirer checking service finds operators the most competitive acquirer rates in the market to ensure they're not caught out by incremental uplifts in fees. And there's no obligation to switch. In the past year we have saved our customers over £200k in fees.

APPLE/GOOGLE PAY

As part of the GladstoneGo experience the mobile app will allow users to pay using Google or Apple Pay for that modern consumer experience.

DIRECT DEBIT
CARD PAYMENTS
SAVE ON ACQUIRER FEES

MARKETPLACE

Although our software does a lot, we recognise that the industry needs more solutions than we can offer so we leave things like Access Control and ticketing to the experts.

That's why we developed Marketplace, an ecosystem of complementary solutions that enable our customers to create bespoke and unique implementations with choice and flexibility to suit their business models.

Partners whose products work in harmony with either the Gladstone LMS or industry services feature on our **Online Marketplace** where operators can purchase products and services with peace of mind.

A range of solutions are available via our Marketplace including, but not limited to solutions:

FOR THE CONSUMER

- Wearables
- Fitness equipment

FOR THE OPERATOR

- Access control
- Consultancy
- Data services
- Energy saving
- Member acquisition
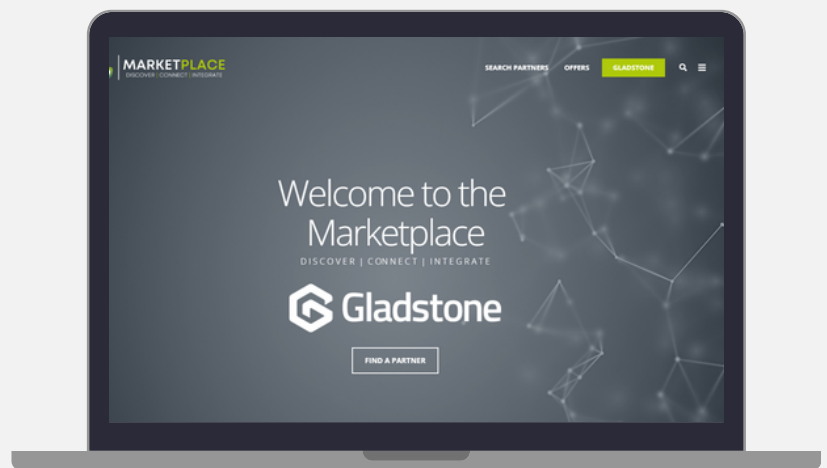
We offer our Marketplace partners the choice of three levels of partnership, each including varying listings and levels of promotion as well as demonstrating their integration to the Gladstone LMS.

GOLD	CERTIFIED	BASIC

MARKETPLACE PARTNERS

4GLOBAL *The future is active* Business management tool	**AIT** Timetable software	ALTERNATIVE SYSTEMS PROTECTION Access control	**clover** from fiserv. Card payment solutions	**EZFacility** Sports & fitness management platform
Gympass Corporate wellbeing platform	**gymsales** CRM	idl Turnstiles & door security	**ojmar** Locks	**loqate** GBG Data validation
MATRIX Gym equipment	**MOVE** TECHNOLOGIES Digital products	**fit myFitApp** Mobile app	**myzone** Wearables	**OurPeople** Team communication platform
ReferAll Health referral scheme system	**Rocca.** creative technology Bespoke digital interfaces	TA Marketing agency	**omega** SECURITY SYSTEMS Security systems	**OpsPal** Facility management tool
cornerstone DM Marketing agency	**Find a Player** Booking portal	**GGFIT** DATA MOTIVATION Data consultancy	**POWER2** SMS, Whatsapp & voice comms	**QuikSwitch** Cost comparison services

*Correct at time of publishing. Please check the Gladstone Marketplace to view all current partners.

09. INDUSTRY PARTNERSHIPS

We work closely with a range of partners to share industry best practice and expertise.

Recently we have publicly supported ukactive and the creation of their Digital Futures report:

"We saw the Digital Futures strategy as a crucial step in recognising where we as a sector are positioned, and how we can build from here to collectively move the industry forwards in first meeting, and ultimately redefining consumer expectations" – Steve Scales, CRO Gladstone.

We strongly encourage our customers to actively participate in ukactive's annual research. This collaborative approach allows us to forge technological partnerships and develop effective strategies that align with their distinct digital journey. Together, we build tailored solutions that propel customer success and drive digital innovation for the industry.

SOCIAL VALUE

As a company, we are committed to working closely with our customers to deliver social value through impactful engagement within their local communities. Our employees have stepped in to do everything from litter picking to coaching sports and supporting youth technology clubs.

We are proud to be continually investing in the UK sporting landscape which is highlighted by our 2022 sponsorship of Niamh Fahey. Niamh plays for the Republic of Ireland Women's National Football Team and Liverpool FC Women, and we are proud to have welcomed her to the Gladstone family and support her numerous achievements throughout the season. As well as professionals, we believe it is important to support grassroots sports.

We actively evaluate opportunities from both our employees, partners, and the wider community and we sponsor teams and activities that will make a difference and encourage young people into sport – most recently we have sponsored kit for an U9s league Rotherfield Tigers, Lions and Bobcats.

We also support important industry initiatives such as Community Leisure's #SaveOurPools campaign.

SUPPORTING CHARITIES

We take pride in raising money for our Charity of the Year, Active Oxfordshire, who work to fight inactivity and tackle inequality in Oxfordshire. Specifically, we are raising money for their inclusive sports programme which helps to increase inclusive sport for children and young people most in need across the county.

ONBOARDING & SERVICES

10.

Our Professional Services team is comprised of highly skilled Project Managers, Technical Engineers, Data and Solutions Consultants who are ready to provide dedicated support to you and your teams throughout your onboarding journey as a Gladstone customer. We understand that each project is unique, and our Project Managers will create a tailored onboarding plan and allocate the necessary resources to ensure a successful delivery based on the specific scope of your order, as determined by our Account Managers.

Throughout the onboarding process, our Project Managers will guide you every step of the way, ensuring a smooth and seamless experience. Our team of solutions consultants will engage with you to discuss best practices for configuring your new systems, and they will provide comprehensive training to ensure you are proficient in using the system. Additionally, they will assist you with any housekeeping tasks to ensure ongoing efficiency.

With our Professional Services team by your side, you can be confident in a well-planned and supported onboarding experience, tailored to meet your unique needs as a Gladstone customer.

YOUR SUCCESS IS OUR SUCCESS

Our Customer Success team support you throughout the onboarding journey and are there for any questions or concerns before you are handed over to your dedicated Account Manager.

UNLOCK THE POWER OF DATA

Experience the expertise of our highly skilled Data & Analytics Team, dedicated to ensuring a seamless onboarding process. As part of their comprehensive services, our team will conduct a test import of your data, meticulously analysing the results and assessing the quality. You can expect detailed feedback along with valuable suggestions to enhance the accuracy and effectiveness of your data before proceeding with the live import.

In addition to data manipulation, our Data Team offers a range of bespoke services designed to optimize your utilization of digital solutions. By eliminating repetitive and tedious tasks, our team empowers your staff to work with utmost efficiency and intelligence. With their support, you can unlock the full potential of our solutions and streamline your operations like never before.

ONBOARDING & SERVICES

ANALYTICS AND REPORTING

Harness the power of your data with Gladstone. We understand that managing vast amounts of data can be overwhelming, and you may find yourself unsure of how to effectively leverage it or face increasing demands for in-depth data analysis.

That's why we have a dedicated Data Scientist and an Analytics and Data Insights Consultant ready to support you. Our skilled team can create interactive dashboards and provide valuable insights to help you navigate through your data challenges. Whether you need visualisations, advanced analytics, or data comparisons in third-party applications like Power BI or Tableau, our experts employ big data techniques to deliver actionable information.

With Gladstone Reports, powered by Sisense, everyone in your operation gains access to the data they need, right at their fingertips. Our mobile app ensures that decision-makers can access crucial data anytime, anywhere, empowering them to make informed decisions on the go.

Unlock the full potential of your data with Gladstone's comprehensive data management and analytics solutions. Let our experts guide you towards data-driven insights that drive meaningful outcomes for your business.
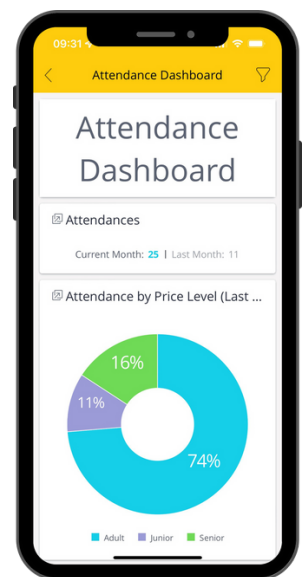
FLEXIBLE SERVICES MODEL

At Gladstone, we prioritise choice and flexibility in our professional service offerings. Whether you're an individual, a team, or a function, we provide comprehensive support for user training, data management, and project oversight.

We understand that predictability is crucial, which is why we offer a managed service option for operators without dedicated in-house IT or data specialists, or for those who require additional resources. With an annual fee, operators gain access to credits that can be utilised anytime for a range of professional services such as, remote technical assistance, remote training services, or consultancy from our data scientists. We ensure that you have the necessary resources at your disposal to meet your specific needs efficiently.

TECHNICAL SUPPORT

Being a Gladstone customer comes with the added benefit of access to a comprehensive support service.

Our Customer Service Team is designed to ensure complete support to all our customers. In the event that you experience any issues with our software, they will see these through to resolution.

We know our customers don't operate 9-5, so we've made our sure Gladstone Customer Support is available 7am – 7pm but we also offer an optional out of hours service that operates up to 11pm and also covers weekends and most bank holidays. The purpose of the Customer Support Team is to:

- Answer any queries and tickets promptly
- Take as much information as possible to help diagnose and resolve the query
- Resolve, where possible, at first point of contact
- Provide case ownership, keeping customers updated throughout, if further investigation is need from other Gladstone Teams or third parties

All of our Gladstone support gives our customers access to:

- A dedicated Customer Support Team in line with the above
- self-help guidance and self-help tool
- Customer Regional Summits
- Proactive reporting on outstanding cases, with our aim to continue to reduce the number of open cases and reduce the time it takes to resolve your issues

Gladstone have developed a customer portal which enables customers to report, view and update support cases and automated reports can be created and sent to a staff member to provide detail on cases and Gladstone resolution of any support tickets.

As well as monitoring SLAs, we internally measure key performance indicators that are linked to the performance management of our colleagues in the support team. These cover the **quality** of the work they do, the **speed** in which they do it, the value they bring to our customers, how well they **adhere** to formal processes i.e. ISO and the **satisfaction** of our customers.

11A. ARCHITECTURE

Seamless Simplified Experience

GladstoneGo

Computer

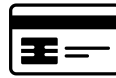Mobile
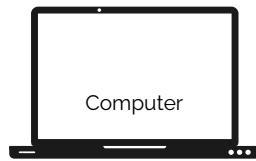
Join
Book
Courses
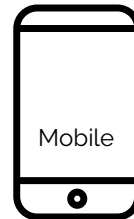
Book

Digital Wallet

Apple/Android Pay

Consumer facing

GladstonePay

Collection
Credit card and/or Direct Debit

Acquirer

MARKETPLACE
DISCOVER | CONNECT | INTEGRATE
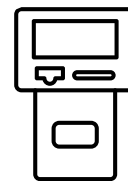
Extensible ecosystem

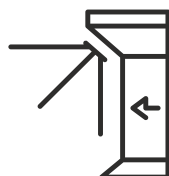Powerful Data driven Management
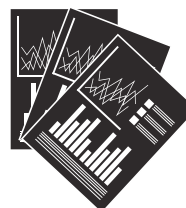
Gladstone360

Reception

Concierge

Member CRM

Self-Service Kiosk

Access Control

Reports & Analytics

Centre Management

ARCHITECTURE

INFRASTRUCTURE

GladstoneGo — Consumer touchpoint

Gladstone360 — Centre Management

Gladstone Cloud

Microsoft Azure

Monitoring

- AZURE MONITOR
- Site24x7
- LOGDNA
- PROMETHEUS
- SENTRY.IO
- PAGERDUTY
- GRAFANA
- DATADOG

Scalability

- INFRASTRUCTURE AS CODE
- AVAILABILITY ZONES
- SCALESETS
- KUBERNETES AUTOSCALING
- AZURE SQL (PAAS)
- OCTOPUS DEPLOYMENTS

Security

- CLOUDFLARE
- OAUTH2
- OpenID
- Artillery.io
- LEAST PRIVILEGED
- WAF
- APPLICATION GATEWAY
- PRIVATE ENDPOINT CONNECTIONS
- ACTIVE HOTSPOT MONITORING
- Sonarqube

11C.

ARCHITECTURE

Automatically reconciled
in the Gladstone system

GladstonePay
cardstream

1

2

3

4

Customer

Payment
gateway

Acquiring
bank

Issuer
Bank

Card
network

Merchant

7

6

5

8

# SECTORS

Independent Our software can be delivered in a headless state which makes it ideal for large private clubs such as David Lloyd, to build branded user experiences against their operating model.

Enterprise Our larger customers with multiple sites have specialist requirements. That's why we offer bespoke development for these customers. For example, we have a dedicated team who work with Everyone Active on their bespoke development.

Universities Our integrated API's are able to link up to your student and staff database. This means a quick joining process as their details are already in the system. This saves your team admin time and reduces queues in reception.

Public Sector Our software is used by Leisure trusts and local authorities nationwide.
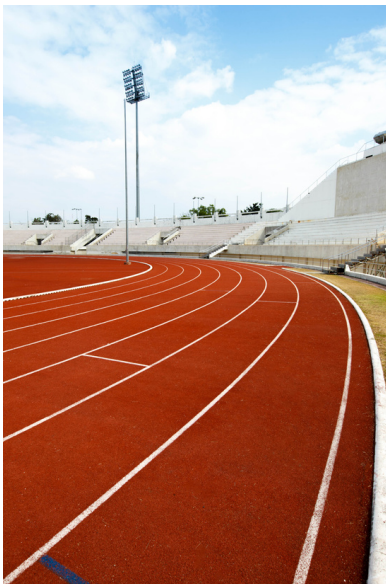
Our SIG (Special Interest Group) is a small group of our most forward thinking and influential customers whom we've been working very closely with. By giving us feedback and suggestions, they have helped us to shape the future of GladstoneGo to make it even more consumer-focused.

A SELECTION OF OUR CUSTOMERS

PRIVATE

David Lloyd CLUBS

Fitness First

3d leisure

ENTERPRISE

everyone ACTIVE

fusion

Edinburgh Leisure

bhliveactive

mytimeactive

active newham

active Northumberland

UNIVERSITIES

liverpool JMU

OXFORD BROOKES UNIVERSITY

DUBLIN CITY UNIVERSITY
Ollscoil Chathair Bhaile Átha Cliath

UNIVERSITY OF BIRMINGHAM | SPORT & FITNESS

UNIVERSITY OF PORTSMOUTH

PUBLIC SECTOR

ACTIVE LEEDS

One leisure

STRONG HERITAGE | STRONG FUTURE
RHONDDA CYNON TAF
TREFTADAETH GADARN | DYFODOL SICR

Leicester City Council

We are pride ourselves to offer outstanding customer service
scan to watch our Customer Charter

Scan the code to
get in touch

Gladstone MRM Limited
Hithercroft Road
Wallingford
Oxfordshire
OX10 9BT

www.gladstonesoftware.com

Gladstone