

Life Time: Helping Members Reach Health and Fitness Goals with Informatica



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- Brian Fisher, Director of Business Intelligence and Data Warehouse, Life Time

When a 45-year-old makes it to the finish line of her first 5k run, it’s an achievement worth celebrating. So is helping her get there. Life Time—The Healthy Way of Life Company—is committed to helping its members succeed, which is why its team works so closely with its members to help them work smarter, not harder, to achieve those goals. The company’s innovative, holistic approach to healthy living and healthy aging moves beyond the traditional gym experience to include a total lifestyle center complete with sports, personal training, weight loss, health, and nutrition. With 121 destinations in the U.S. and Canada, Life Time members can pursue healthy lifestyles, enjoy organized athletic activities, and receive this holistic approach.

A key strategic imperative at Life Time is to deliver a competitive advantage through increasing customer intimacy. The vision: Provide a personalized and valuable experience for individual members, with specific program and service offerings tailored to his or her

personal goals. Fulfilling this mission requires Life Time to understand a wide range of information about its members, including how often they visit the club, the additional club activities (such as yoga and cycling) in which they engage, the flavor of smoothie they typically purchase, which members of their family also come to the club, and more.

When managed well, this level of detailed information drives a range of corporate operations, from scaling operations efficiently during peak periods to supporting market research to help the company make imperative business decisions. This is where the disruptive initiative gets really interesting. For it all to work, Life Time’s marketing and sales analysts need unfettered access to reliable, always-on, contextualized, and cross-referenced data from all relevant sources. The Life Time IT team was chartered with meeting these requirements and others —no small task.

LIFE TIME® HEALTHY WAY OF LIFE

Business Need:

Achieve better understanding of members’ health goals and athletic aspirations to provide education, products, services, and programs to help them achieve those goals.

Data Challenges:

- Integrate and cleanse customer data from a variety of cloud and on-premises applications, data warehouses, and data marts
- Ensure data is accessible for self-service analysis
- Implement a data management architecture that provides scalability to address operational demands and flexibility to meet evolving business requirements

Inside the Solution:

- Informatica Cloud® and Informatica PowerCenter® bring information together from Microsoft data warehouse environments, including Azure and Workday, as well as a variety of applications and point of sale (POS) systems.

Solution and Results:

- Expected to save money, reduce inefficiencies, ease access to relevant data, and generally power Life Time’s core Customer Intimacy initiative, resulting in a planned two percent revenue increase
- Leads to better-targeted CRM activity and increased loyalty and advocacy among members

The Solution

As a long-time Informatica PowerCenter customer, Life Time relies on Informatica to keep its data clean and accessible. For the past few years in particular, this has meant taking a cloud-first approach to technology. Life Time consulted with Informatica on how to best meet its evolving data management challenges, including how best to integrate all customer data, whether in the cloud or on-premises, how to move that data to Microsoft Azure, scale up wisely to meet operational demands, deliver self-service data access, and support ongoing data governance.

Informatica suggested augmenting the existing data architecture at Life Time with Informatica Cloud, Microsoft Azure SQL Data Warehouse connectors. With these in place, Life Time will be able to create a richly detailed 360-degree view of each Life Time member that combines the programs, activities, and products they're consuming as well as subscription information, ancillary point-of-sale information, membership data, and other details. This information resides in the cloud as well as in on-premises applications (such as membership and point of sale), in a variety of data warehouse environments (including a financial data warehouse, the Life Time enterprise data warehouse, and a universal data warehouse based on Microsoft Azure), and in many self-service data marts. Varying degrees

of necessary data overlap in these environments, which means customer information needs to be dynamic and well-organized, so it can get everywhere it needs to go and power reliable insights. Informatica has taken that challenge all the way to the finish line.

Key Benefits

- Life Time matches the right programs and services to members based on an increased understanding of their individual behaviors and health and fitness goals.
- Quicker and more confident market projections are made, based on accelerated member revenue and point of sale analysis.
- A cloud-first approach increases operational efficiencies.
- Scalable data management resources from Informatica and Microsoft Azure help meet business demands.
- Easy-to-use Informatica data management tools empower marketing and sales analysts to access, clean, and organize information regardless of the type of data or its origin.

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About Life Time

Life Time champions a healthy and happy life for its members across 140+ destinations in 39 major markets in the U.S. and Canada. As the nation's only Healthy Way of Life brand, Life Time delivers an unmatched athletic resort experience and provides a comprehensive healthy living, healthy aging and healthy entertainment experience that goes well beyond fitness to encompass the entire spectrum of daily life for individuals, couples, and families of all ages.



Digital transformation is changing our world. As the leader in Enterprise Cloud Data Management, we're prepared to provide you with the foresight to realize new growth opportunities. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

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