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FOR IMMEDIATE RELEASE

Microsoft Dynamics 365 and Adobe Experience Cloud Selected by 24 Hour Fitness to Transform Customer Engagement

REDMOND, Wash., and SAN JOSE, Calif. — April 25, 2018 — Microsoft Corp. (Nasdaq: MSFT) and Adobe (Nasdaq: ADBE) on Wednesday announced an agreement with [24 Hour Fitness](#), one of the nation's largest privately owned and operated fitness chains, to deploy [Microsoft Dynamics 365](#) and [Adobe Experience Cloud](#) across its network of more than 420 clubs nationwide. This will enable 24 Hour Fitness to dramatically enhance its ability to offer more personalized and unified digital experiences for members throughout every touch point in their fitness journey. With technology integrations across Microsoft business applications and Adobe Experience Cloud, 24 Hour Fitness is investing in a combined cloud platform to engage its members and prospects with highly personalized experiences (see [video](#)).

"We have an opportunity to establish a new bar across the industry by delivering personalized digital interactions to our members that are available 24 hours a day, at home, on the road or in the gym," said Frank Napolitano, president, 24 Hour Fitness. "It's not an easy feat to achieve this with nearly 4 million members. Adobe is empowering us to create mass consumer personalization that scales, all utilizing the Microsoft Dynamics 365 platform. In doing so, we are better positioned to serve our members the workouts and health and fitness guidance they truly want and need."

24 Hour Fitness is undertaking a journey to digitally transform its operations by combining functional departments to provide a single view of members and guests, messaging, and performance. Integrated cloud solutions from Adobe and Microsoft will help 24 Hour Fitness with scale, security and outreach along with AI and machine learnings to streamline its business and connect more deliberately to its members.

"Adobe and Microsoft are at the center of how we bring in relevant data, draw intelligent insights, and then how we act upon those insights across all our channels holistically," said Tom Lapcevic, executive vice president and chief marketing officer, 24 Hour Fitness. "Our mission is to help people improve their lives every day through fitness, both inside and outside our clubs. So, whether it be email communications with a member, a mobile push notification or an SMS communication, we make sure that all our channels are in sync with what the needs of that individual are. It's about giving every one of our members and guests a better and more personalized experience — and ultimately the results they desire."

24 Hour Fitness already leverages Adobe Campaign for email, SMS and mobile push messaging, and Adobe Target for personalization across channels. Integration with Microsoft Dynamics 365 for Sales will enable 24 Hour Fitness to leverage sales data for member and guest insights, providing a single view of the customer that can be used to personalize experiences. For example, 24 Hour Fitness can customize offers, such as personal training recommendations based on loyalty, interests and geography. In addition, the 24 Hour Fitness 24GO custom coaching platform, powered by Adobe Experience Manager for content management and delivery, combined with Microsoft Dynamics 365 provides custom workouts, at-home programming, progress and goal tracking, and class schedules — all within a single dashboard. As well, the monthly digital magazine 24Life offers experts to help you think, eat, move and recover better.

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"24 Hour Fitness is at the forefront of delivering exceptional personalized customer experiences across new customer acquisition all the way through delivering ongoing member services," said Alysa Taylor, general manager, Microsoft Business Applications & Industry Group. "Together with Adobe, we're dedicated to empowering digital transformation with 24 Hour Fitness and are proud to join them in their efforts to develop amazing experiences that can revolutionize their industry and further engage their members."

"Delivering personalization at scale is the holy grail when it comes to how fitness companies engage with members," said Dave Welch, vice president, Microsoft Solutions, Adobe. "24 Hour Fitness is able to achieve precisely this by harnessing the unique advantages of Adobe and Microsoft's joint solutions. This can be a game-changer that truly transforms the member experience."

At Adobe Summit 2018 last month, Microsoft and Adobe [outlined](#) new native technology integrations between Adobe Experience Manager and Microsoft Azure, Adobe Campaign and Microsoft Dynamics 365, and Adobe Analytics and Microsoft Power BI. The companies together serve more than 60 global brands today, empowering enterprises to compile customer insights, creating a single view of the customer that can be used to personalize experiences across marketing touchpoints. More information on these joint solutions can be found [here](#).

About Adobe

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About Microsoft

Microsoft (Nasdaq "MSFT" @microsoft) enables digital transformation for the era of an intelligent cloud and an intelligent edge. Its mission is to empower every person and every organization on the planet to achieve more.

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