



# AWS and Ironside Help Burn Boot Camp Build a Healthier Relationship With its Data

Learn how Ironside helped Burn Boot Camp improve its data strategy

## Benefits



Understand customer loyalty and behavior



Quantify impact from nearby units and competition



Improve operations through predictive modeling

## How a problem became an opportunity for growth

Burn Boot Camp's IT infrastructure was comprised of several disparate corporate and SaaS systems, which made it difficult to get a holistic view of many critical business parameters. This led to a lack of trust in the company's data model that prevented it from fully leveraging data for insights needed to drive growth and enable success for existing and future franchise partners (FPs).

Without a centralized view of the data, Burn Boot Camp found it challenging to provide business and marketing teams with the information they needed. The company required timely, trustworthy data and reports from the disparate systems, apps, and sources that underpin the business. Specifically, Burn Boot Camp's legacy mobile app didn't easily connect to reporting tools, so was largely unable to provide the robust information needed to measure customer satisfaction.

Ironside, a consulting organization that helps companies translate business goals and challenges into technology solutions, was engaged to help Burn Boot Camp take its data game to the next level.

In collaboration with:



## Overview

Burn Boot Camp is dedicated to transforming lives through fitness. As a rapidly growing franchise with over 350 locations nationwide in over 43 US states, the company needed a better way to manage the massive amounts of data generated by its mobile app, point of sale (POS) system, and other sources. Without a centralized platform, there was a lack of trust in company data that made it difficult to leverage for critical business insights. The company worked with AWS Partner Ironside to build a solution on Amazon Web Services (AWS) that repaired the trust issues that had arisen with their prior data solutions. Burn Boot Camp's data can now be used for reporting and analytics that drive business insights and growth.

## Restoring data trust

To address Burn Bootcamp's data and scalability challenges, the Ironside team worked to identify its end goals: centralized visibility for corporate and franchise stakeholders and a new-and-improved mobile app. Burn Boot Camp emphasized the need to balance growth with financial constraints to ensure the project could scale effectively without compromising cost-efficiency. Data governance emerged as a central theme, underscoring the importance of establishing robust mechanisms for data management and standardization to ensure the accuracy and reliability of the new analytics solution.

To tackle these significant data management challenges, Ironside created a sophisticated operational data store (ODS) on AWS. This enabled Burn Boot Camp to centralize its data, previously fragmented across various systems, into a single, cohesive platform. Data was integrated from Burn Boot Camp's accounting system, CRM, POS, franchise management, and more to create a franchisee portal showing easily digestible dashboards visualizing membership, retail sales, and comparative performance data.

Additionally, Ironside architected and built a serverless API backend for its new mobile app using Amazon API Gateway, Amazon DynamoDB, and AWS Lambda. The mobile app was designed to handle upwards of 100,000 unique users making over three million calls a day with no scaling issues. Ironside also designed and built a Snowflake ODS using AWS Lambda to fetch data from multiple SaaS sources and prepare Burn Boot Camp's data for reporting.

**The partnership with Ironside and the use of AWS services transformed Burn Boot Camp's data strategy, leading to significant operational improvements and enhanced customer satisfaction.**

## AWS services used



**Amazon API Gateway** is a fully managed service that makes it easy for developers to create, publish, maintain, monitor, and secure APIs at any scale.



**Amazon DynamoDB** is a serverless, NoSQL database service that enables teams to develop modern applications at any scale.



**AWS Lambda** is a serverless compute service for running code without having to provision or manage servers.



**It's easy to find partners who have specialized knowledge but rarely do you find the breadth of expertise across so many technologies—data engineering, data warehouse, mobile backend, solution development, API, and much more. Additionally, Ironside was able to understand and embed themselves in our business. That's rare in a solution provider."**

**JASON BREAZEALE,  
VP OF TECHNOLOGY,  
BURN BOOT CAMP**



## A new era of innovation for burn boot camp

Burn Boot Camp partnered with Ironside to facilitate several key outcomes:

- 1. Enhanced data ownership and accessibility:** The ODS allowed Burn Boot Camp to own and manage its data centrally, ensuring a single source of truth. This integration reduced reliance on disparate systems and manual data compilation, leading to more accurate and reliable insights.
- 2. Improved decision-making:** The centralized data platform provided franchise partners and corporate stakeholders with accessible, real-time dashboards, enabling data-driven decisions. This visibility helped in monitoring promotions, understanding membership attrition, and optimizing marketing efforts.
- 3. Increased operational efficiency:** The new data infrastructure significantly reduced the time spent on manual reporting and data analysis. Franchisees could now easily access and interpret data, leading to improved operational efficiency and better execution of business strategies.
- 4. Enhanced customer experience:** The revamped mobile app, supported by AWS services such as Amazon API Gateway, AWS Lambda, and Amazon DynamoDB, improved user engagement and functionality. Features like easier bookings for Burn Boot Camp's in-house childcare program, Childwatch, and integration with the ecommerce shop enhanced the overall customer experience.
- 5. Foundation for innovation:** The ODS established a robust foundation for future technological advancements, including potential uses of generative AI for forecasting and proactive business strategies. This setup positions Burn Boot Camp to continuously innovate and stay ahead in the fitness industry.

[Learn more >](#)

## About Burn Boot Camp

Founded in 2012 by husband-wife duo Devan and Morgan Kline, Burn Boot Camp is a national fitness concept that helps women and their families create healthy lifestyles by building strength and confidence. With unlimited 45-minute circuit-style Camps, complimentary Childwatch, and a unique Floating Floor to help protect joints and prevent injury, Burn Boot Camp provides hope for hundreds of thousands of people seeking a path to purpose, passion, and community in over 350 locations nationwide. Devan and Morgan recently launched a new app bringing Burn Boot Camp's transformative workouts to Burn On Demand, giving users access to all-new premium fitness, recovery, and educational content in 15 categories.

## About the AWS Partner: Ironside

Ironside helps companies translate business goals and challenges into technology solutions that enable smarter, data-driven business decisions. Employing data strategy and AWS architecture expertise, along with tailored, practical approaches, Ironside accelerates your journey toward elevated data, analytics, and AI. They specialize in data engineering, integration, business intelligence, AI, and generative AI.

