

# Flexing some serious connectivity muscle

- **Business needs** - Speedier, more reliable connectivity to handle a growing fitness center.
- **Networking solution** - AT&T Business Fiber delivers tremendous speed, low latency, and outstanding performance.
- **Business value** - Improved business efficiency, enhanced customer benefits
- **Industry focus** - Health and fitness
- **Size** - Startup

## About PARADIGM Gym

PARADIGM Gym is a Dallas fitness center that offers patrons state-of-the-art equipment, a range of exercise classes, personal training, and 24-hour access. In its modern locker rooms, members can find elite amenities not often found in a gym: Infrared Sauna (heats body without warming the surrounding air), Styku 3D Body Scanner (creates a 3D image of your body in seconds so you can track your fitness progress), and SECA MBCA Body Analyzer (tests your body composition).

## The situation

Like most businesses, PARADIGM Gym relies on connectivity for its corporate operations. It also provides it as an amenity for its members. Its initial provider couldn't deliver the reliability and bandwidth the fledgling business required.

## Solution

After considering several solutions, PARADIGM Gym opted for AT&T Business Fiber®, a technology that moves large amounts of information at high speeds. The service delivers an outstanding experience, even when the demands of gym patrons spike. It also supports 24-hour member access, which helped the owner keep his business going during the pandemic.

## Transformation leads to a new career

Brian Casad is an entrepreneur whose business journey began when he decided to get in shape. That decision led to a new career that has helped hundreds of people improve their own lives.

It started when Casad realized that his lifestyle was interfering with his health. He described himself as out of shape and stuck in a job he disliked. That's when he decided to make some changes.

He eliminated unhealthy lunches and began running during his lunch break. He also joined a TITLE Boxing Gym and saw immediate changes in how he looked and felt. As his health improved, he realized that he was not happy with his real estate tax consulting job and began looking for a more rewarding career.

"I had the mindset of an entrepreneur and started researching different concepts," Casad said. "I wanted to do something that would make a difference, something I could be passionate about." He quit his job and began exploring opportunities.

He had just started considering restaurant concepts when it hit him. He wanted to help others become

healthier and happier through fitness, just as he was doing.

"I realized that what I wanted to do was right in front of me," he said. "TITLE Boxing Gym was right under my nose." He looked online to see if the gym offered franchise opportunities. "Lo and behold, the same month that I quit my job, I discovered that TITLE had started franchising. It was meant to be."



## Hurdling roadblocks

Casad bought the TITLE Boxing Gym franchise with his brother and sister. He sold his car and many of his possessions to help pay his share. He lived on his brother's couch for months and then slept at the gym for almost a year to save money as he worked to get the business off the ground. "I hit a lot of roadblocks," he said. "I had never started a business before, but I just kept pushing through, rolling with the punches and figuring things out," he said.

As his gym was being built, he worked out at different gyms in Dallas to spread the word about TITLE. A friend had noticed that he had made quite the transformation and suggested he try out for a fitness video. "I just showed up to the casting where every other guy had head shots and an acting resume, but the next thing I

knew I got a call from the company, which wanted to fly me to L.A. for rehearsals,” he said. He appeared in a video for a national nutrition company, which led to other modeling projects. “I just got into it by chance. Modeling was never my passion.”

Less than a year later he had opened his own gym and entered a fitness modeling competition. “With a female counterpart, I ended up winning the entire thing out of 5,000 people, and from there I ended up becoming one of the nation’s top fitness models, with covers and spreads in Ironman Magazine, Muscle and Fitness, and Train Magazine,” he said.

He spends many hours in the gym, but says he doesn’t count calories, do meal prep, or let bodybuilding consume his life. “I believe in having a balanced, active lifestyle across the board which can be anything from lifting, biking, boxing, running, paddle boarding, hiking, longboarding, swimming, and more,” he said.

“Fitness is a lifestyle, but it’s not something that consumes me. It’s just something that helps me in my daily life. That’s why I wanted to create a gym.” After operating his TITLE Boxing Gym for a few years, he decided to open a different kind of fitness facility. He started PARADIGM Gym, a boutique gym in Dallas’s trendy Lower Greenville neighborhood.

## Small changes lead to big benefits

Casad said he opened the gym to show people that they can improve their bodies and their lives by making small changes over time which eventually can lead to big results. The fitness center features top tier amenities, but the commonsense advice that Casad and his staff provide members is even more important.

“Learning to incorporate an active lifestyle combined with a healthy balance in your diet will yield you high returns in the long run,” he said. “Too many people want shortcuts and shortcuts don’t help you learn.





There's no magic pill that makes you healthy or in shape. It comes down to hard work, understanding your body, knowing what's good for you, and realizing this is your symphony."

"Many people think fitness is unachievable for the average person," Casad continued. "They think you have to eat perfectly all the time, work out hard seven days a week, and eat, live and breathe fitness. I've discovered that you don't have to do that."

Casad stresses consistency, encouraging people to be active and conscious of what they are eating. He also encourages them not to obsess about their weight. "The scale just produces a number," he said. "Unfortunately, most people seem to determine their self-worth from that number."

Casad lists different ways to assess your fitness journey. "If your clothes fit well and you feel like you're light on your feet, that's good," he said. "If you're eating well, staying active, and not waking up tired, that's good, too. Feeling good should be your determining factor. If you only rely on the scale, you're going to cause way more stress in the end. That stress can cause more problems than you think—like weight gain, sickness, and injuries."

## Managing startup challenges

Money is tight for most startups, and PARADIGM Gym was no exception. "Gyms aren't high-revenue companies, so you really have to watch your pennies," Casad said.

"When I started PARADIGM, I taught myself graphic design, photography, and web design," he said. He created the gym's website and promotional materials.

"I didn't outsource anything. Doing everything myself probably saved me \$30,000 or \$40,000."

He also chose a budget connectivity solution for the gym, but soon found that it was unreliable. It was often not up to the demands of gym members, who expect to have the bandwidth to read emails or check social media accounts during down time at the gym. "The challenge was that we were not able to get good internet service there," he said.

**"If the Wi-Fi doesn't work, people can't access the gym after hours. We needed consistent, strong connectivity."**

**Brian Casad**  
Owner, PARADIGM Gym

## 24-hour access requires strong connectivity

The new gym's challenges were intensified by the pandemic. Texas Governor Greg Abbott ordered gyms and many other businesses to close for two months at the start of the COVID-19 outbreak. Even when businesses were permitted to reopen, many patrons were not ready to return.

To encourage members to come back to the gym, Casad introduced 24-hour access that enabled people to work out late at night or early in the morning. "Lots of members didn't want to be around other people because of COVID," he said. "Offering 24-hour gym

access lets them work out at times they know the gym won't be crowded."

He invested in a Wi-Fi-enabled smart lock system that would let members enter the gym even when no employees were on duty. He was extremely concerned about connectivity. "If the Wi-Fi doesn't work, people can't access the gym after hours," Casad said. "We needed consistent, strong connectivity."

## Rocking and rolling

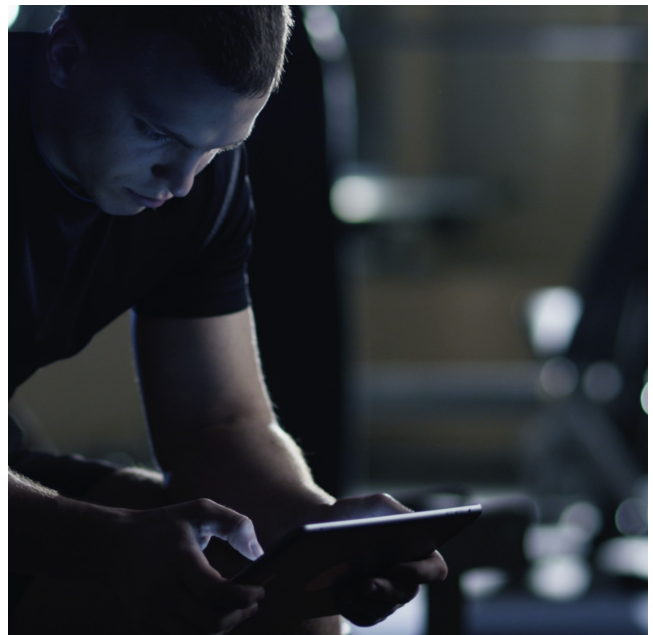
Casad decided to deploy AT&T Business Fiber, which allows the high-speed transfer of information. Plus, it delivers an outstanding experience, even during times of peak usage. The service gives him solid reliability and speed at an affordable price point. As a result, PARADIGM has all the bandwidth it needs to satisfy its patrons, support its smart locks, and enable employees to run the gym's point-of-sale operations.

"We were rocking and rolling with AT&T Business Fiber," Casad said. "It enabled me to simplify our staff hours to reduce costs. Otherwise, we would have sunk." The savings are important, he said, because even though people are coming back to the gym, business is still about 30% below pre-pandemic levels.

Casad is grateful to his account team from AT&T Business for their assistance and ongoing support. "It's been great," he said. "They check on me to see how we're doing and if we need anything. Every time I've interacted with them, it's been wonderful."

Ever the entrepreneur, Casad has started a third business. It's a small fitness equipment company that also relies on AT&T connectivity. "We buy distressed assets from banks and sell or rent them to people for use in their homes."

The business really took off during the pandemic. "I was able to provide equipment to our members and others when the gym was closed," he said. "I thought it was a great way to show that we care."



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