



Exercise.com

All-in-one, HIPAA-compliant fitness business management platform with custom-branded web and mobile apps for gyms, studios, and personal trainers.

<https://www.exercise.com>

Overview

Exercise.com is an all-in-one fitness business management platform designed to help gyms, studios, personal training businesses, and fitness professionals streamline operations, increase revenue, and improve client engagement. The platform provides custom-branded web and mobile apps (iOS & Android) for complete control over the fitness business, whether it's a single-location studio, a multi-location gym, an online training business, or a hybrid model.

Key Capabilities

The software consolidates essential business functions, eliminating the need for multiple software solutions. Core features include: Gym/Facility Management (e.g., check-ins, remote door access, employee management), Client/Member Management (built-in CRM, automation, engagement tracking, e-sign waivers), Scheduling (class schedules, trainer appointments, facility reservations), and robust Payment Processing (automated billing, memberships, recurring payments, point-of-sale).

For training and client delivery, Exercise.com offers a Workout Creator/Logger, an extensive Exercise Library (with over 2,900 exercises), the ability to deliver personalized training and digital workouts, conduct assessments, and track client progress with performance and measurement reports.

Compliance and Security

Exercise.com is fully HIPAA and GDPR compliant, offering a Business Associate Agreement (BAA) for customers handling Protected Health Information (PHI). Its payments infrastructure is PCI DSS Level 1 compliant. The platform is hosted in Google Cloud Platform (GCP) and utilizes Amazon Web Services (AWS), which hold major security accreditations including SOC1, SOC2, and ISO 27001. Security features include data encryption (AES 256-bit) for data in transit and at rest, two-factor authentication (2FA) for employees, and regular third-party penetration tests.

Target Market

The platform is built to scale and serves a wide range of fitness businesses, from single personal trainers and boutique studios to multi-location gyms and enterprise-level corporate wellness programs.

Key Features

- Custom-Branded Mobile & Web Apps
- Gym/Facility Management (Check-Ins, Door Access)
- Client Management (CRM, Automation, Retention)
- Class & Appointment Scheduling
- Payment Processing (PCI Level 1 Compliant)
- Workout Creator & Exercise Library
- Performance Tracking & Reporting
- Online Membership & E-commerce

Pricing

Model: enterprise

Custom pricing model. Pricing is not publicly disclosed and requires a 'Book Demo' request to receive a quote based on the specific features, user count, and business size (gym, studio, personal trainer, enterprise). Third-party sources have cited a starting price of \$239/month.

Target Company Size: small, medium, enterprise

Integrations

Zapier

Compliance & Certifications

HIPAA, GDPR, PCI DSS Level 1, SOC2, ISO 27001

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