



Cycle 360

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Cycle 360

A holistic approach for a unique business



- Opened in 2018, Cycle 360
- is a unique blend of three
- complementary businesses in
- one - a café, bike shop and fitness
- centre, all housed under the
- same roof. Located in a purpose-
- built building at the Isle of Man
- Business Park, Cycle 360 offers
- a holistic approach to health
- and nourishment, as well as a
- comfortable environment for its
- customers to relax with free WiFi
- and live-streamed entertainment.





the challenge

With a business built on promoting fitness for the future, a telecoms system that would allow Cycle 360 to embrace the best of new technology was high on CEO Mark Horsthuis's initial shopping list.

“Reliability, resilience and cost-effectiveness were important factors – and we were keen to make good use of the cloud for all our data, so consistently good superfast broadband was a must have,” he explained.

“With the heavy demand we were anticipating in the café and bike shop, seamless uninterrupted service would be vital to support both our customers and ensure our sales processes ran smoothly. We also needed something that would provide two simultaneous networks – one for the public and one for corporate use.”

● “We knew we needed something that would support the different aspects of the business in a cohesive way and that also gave full flexibility for future developments.”



the solution

Wisely, Cycle 360 began its search for a telecoms solution early on, before even a brick was laid for the new building! This allowed our team to talk through the requirements for each area of the business in great detail and help plan the optimum system to support the business based on our fibre broadband service. Not only does fibre deliver the best WiFi experience available on the Island - for both Cycle 360 and its visiting customers – it also allows transactions to be made easier and faster via a cloud-based payment solution. On top of this, an extra layer of broadband resilience was provided by a VDSL (Very high-speed Digital Subscriber Line) service.

With both mobile and fixed line phone services required, the final part of the solution was the installation of Intelligent Voice, our IIP-based virtual switchboard which delivers a wide range of telephony services that can be expanded easily as businesses grow. Easily adaptable, Intelligent Voice allows Cycle 360 to manage all the different parts of its business without the need to invest in expensive hardware as well as offering significant savings on call costs.

- **There were some interesting technical challenges to overcome in this project**
- **and meet Cycle 360's clear vision of what they wanted for their customers.**

the outcomes

Thanks to the input from Manx Telecom, Mark Horsthuis now believes Cycle 360 is one of the most technologically advanced businesses in the Island's fitness and retail sectors.

“The results have been everything we hoped for – we haven't had a single drop in our broadband service – and we have had a lot of compliments from our customers about the speed and quality.”

- “Working with Manx Telecom
- has been great, they were
- totally on-board from the very
- beginning and were really
- attentive to what we needed.”





“The system we have works really well across all the business areas and is versatile enough to cope with anything we may want in the foreseeable future. We feel very future-proofed, despite being a data heavy business model.

They really have been great supporters of the business and provided an excellent level of service throughout, even down to giving us telephone numbers that include the numbers 360!”

- “Manx Telecom have also
- helped in other ways –
- giving us a lot of guidance
- about how to get the most
- out of the system we have
- and ironing out any little
- problems we had along the
- way quickly and effectively.”



find out more

For more information and a demonstration of how our broadband and Intelligent Voice solutions could help your business or organisation, please contact our business sales team by email at sales@manxtelecom.com or by calling 636770.

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