

# IDIS Provides Solution for Expansion of Elite Training and Fitness Facility



## Industry

Recreation and Fitness

## Customer

Steadfast Fitness

## Region

Coppell, Texas, USA

## Background

### Super Bowl champion and high-performance training professional team to deliver elite training and fitness option

Winning a Super Bowl is a singular achievement for any athlete. It is universally understood to require peak fitness, discipline, faith in oneself, and a passionate commitment from a like-minded and talented team. When Isaiah Stanback, NFL veteran and Super Bowl champion, retired from football, he turned his focus to helping others on their own journeys to personal fitness, discipline, and faith. With partner Jared Harrison, Stanback founded Steadfast Fitness, a personal training and fitness facility that provides the “team” member needed to achieve these goals. When their growing enterprise changed facilities to accommodate demand for its elite training services, they turned to IDIS for a security solution.

Co-founder Stanback was a starting quarterback and MVP for the University of Washington Huskies. Drafted by the Dallas Cowboys in 2007, Stanback went on to enjoy a six-year career in the NFL, highlighted by a 2011 Super Bowl victory with the New York Giants. Following his NFL career, Stanback earned a MBA from the George Washington University School of Business and looked for an opportunity to translate the lessons of resilience achievement learned during his football career into a meaningful way to help others. Harrison is a lifetime athlete and former football player for the University of North Texas, where he graduated with a Bachelor of Arts in Kinesiology, with a minor in Health Promotions. A specialist in cardiovascular training, strength training, plyometrics, aerobics, and sport specific training, Harrison paired with Stanback to achieve a mutual dream of delivering values-based fitness training and personal coaching to those committed to their own fitness goals.

## Challenges

### State-of-the-art surveillance to ensure safety and security

Stanback and Harrison’s new Steadfast Fitness training center required a dependable system with 24/7 live monitoring and recording to ensure a safe environment for those working and training at the facility, enhance physical security for the center and equipment, and maintain insurance compliance. With an eye to the future, the co-founders also wanted a flexible system that could be easily and affordably scaled to accommodate future expansions of the popular and growing Steadfast Fitness operation.



## Solutions

### Fully integrated and worry-free surveillance

The IDIS surveillance solution deployed by Steadfast Fitness is a model example of what IDIS can do for small and emerging businesses, where compromises in quality or performance are not an option. It comprises seven IP cameras and two network video recorders (NVRs), bundled with IDIS Center video management software (VMS), enabling a maximized user-friendly surveillance experience for Steadfast Fitness—one that can be expanded easily as Steadfast Fitness continues to grow. IDIS DirectIP™ cameras installed include a combination of mini dome cameras and 5-megapixel fisheye cameras. The complete 360-degree panoramic surveillance provided by the IDIS Super Fisheye allows Steadfast Fitness to cover their entire 14,000 square foot facility with only seven total cameras.

#### Key features include:

- **Plug-and-play simplicity**

Fast, easy set up and an intuitive user interface eliminate costly training, installation, and integration support

- **360-degree panoramic surveillance**

Complete field of view coverage significantly reduces the number of cameras required

- **Industry-leading performance**

High definition live monitoring, recording, and playback with superb clarity and no visible latency

- **Low total cost of ownership**

Remote diagnostics, minimal maintenance, and no annual software license fees allow for affordable security



## Results and Benefits

### Dependable IP security with next-generation capability

Scalable to meet any size need, IDIS was able to provide Steadfast Fitness with a cost-effective, future proof, and user-friendly video surveillance system to ensure the security of its new facility, while already preparing for seamless future expansion.

#### Thanks to the IDIS Total Solution, Steadfast Fitness now benefits from:

- **Low total cost of ownership**
- **Dependable and low-maintenance equipment**
- **Intuitive user interface**
- **Plug-and-play capability, reducing installation time**
- **A scalable solution to allow for future upgrades and expansions**

“Everybody at IDIS has been excellent! We don't want this to be the end – we can always upgrade the cameras and add more cameras; we have that flexibility. With the costs that we are incurring right now of expanding our business, getting a [surveillance] solution that is adequate is obviously important, but knowing that we can easily expand that system in the future is reassuring for me.”

Isaiah Stanback  
Steadfast Fitness Co-founder and NFL Super Bowl Champion



#### IDIS HQ

IDIS Tower, 344 Pangyo-ro  
Bundang-gu, Seongnam-si  
Gyeonggi-do  
Republic of Korea

T +82 (0)31 723 5400  
F +82 (0)31 723 5100  
E sales@idisglobal.com

#### IDIS America

801 Hammond Street, Suite 200  
Coppell, TX 75019  
U.S.A.

T +1 469 444 6538  
F +1 469 464 4449  
E sales\_americas@idisglobal.com

#### IDIS Europe

1000 Great West Road  
Brentford, Middlesex  
TW8 9HH  
The United Kingdom

T +44 (0)203 657 5678  
F +44 (0)203 697 9360  
E uksales@idisglobal.com

#### IDIS Benelux

De Slof 9  
5107 RH  
Dongen  
The Netherlands

T +31 (0)162 387247  
F +31 (0)162 311915  
E sales@bnl.idisglobal.com

#### IDIS Middle East

P.O. Box 341037  
D-308, DSO HQ Bldg,  
Dubai Silicon Oasis,  
Dubai, U.A.E.

T +971 4 501 5434  
F +971 4 501 5436  
E sales\_mena@idisglobal.com

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