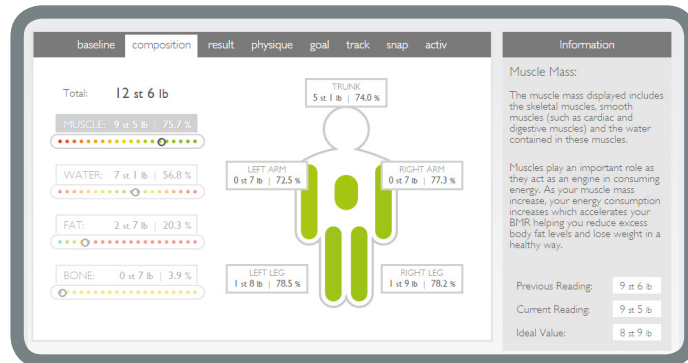# Tanita boditrax System

Making complex data meaningful, goals achievable and results recordable

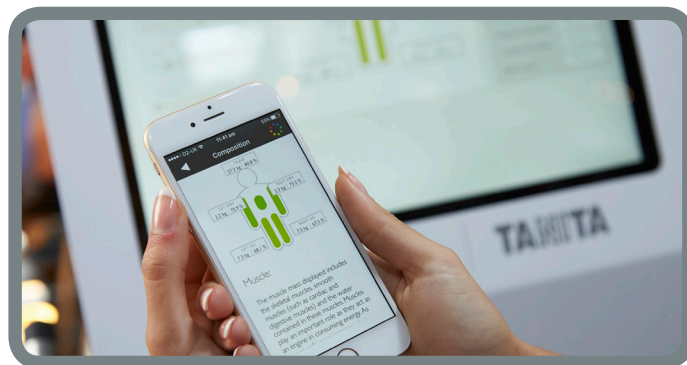# Introducing an innovative and exciting partnership

Secure cloud hosted boditrax software
incorporating Advanced Tanita Segmental
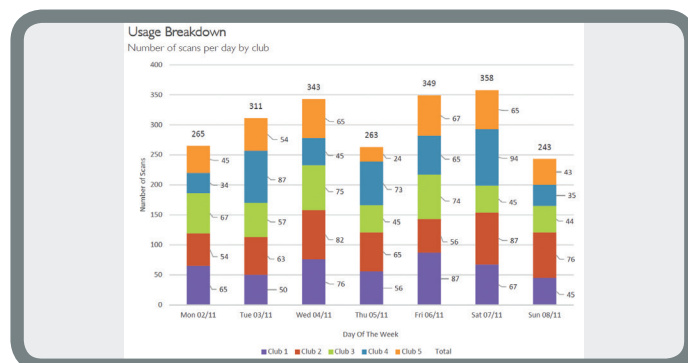Multi Frequency BIA Technology

Engaging

Precise Tanita segmental body composition
measurements demonstrating true progress

Easy to use

Cloud hosted boditrax software allowing real-time data
measurements with instant access via the App and Website

Informative

Management reporting tools allow detailed insight into
Member, Staff, Department, Site performance and KPIs

Precision body composition measurements

The Tanita boditrax System incorporates Tanita Advanced Multi Frequency BIA technology allowing detailed whole body and segmental body composition analysis in seconds.
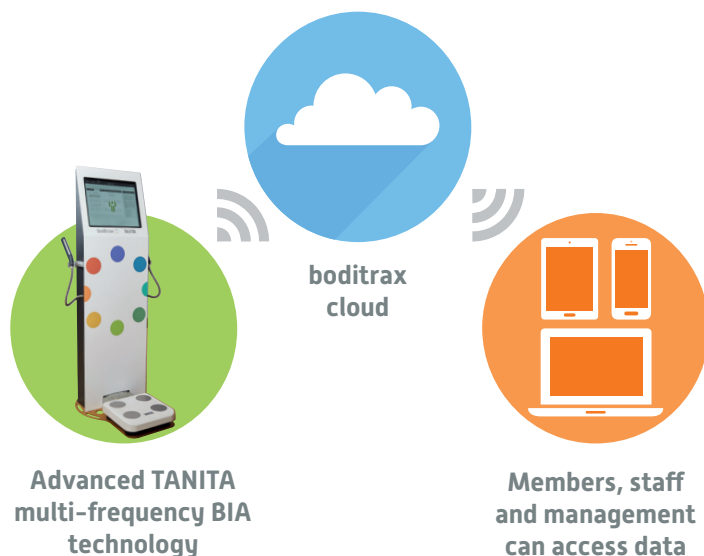
Over 20 measurements can be tailored to suit your clients needs including body fat, hydration levels, metabolic age, muscle mass and visceral fat levels.

Core measurements are shown in beautiful graphics and accompanied by explanatory definitions and healthy ranges.
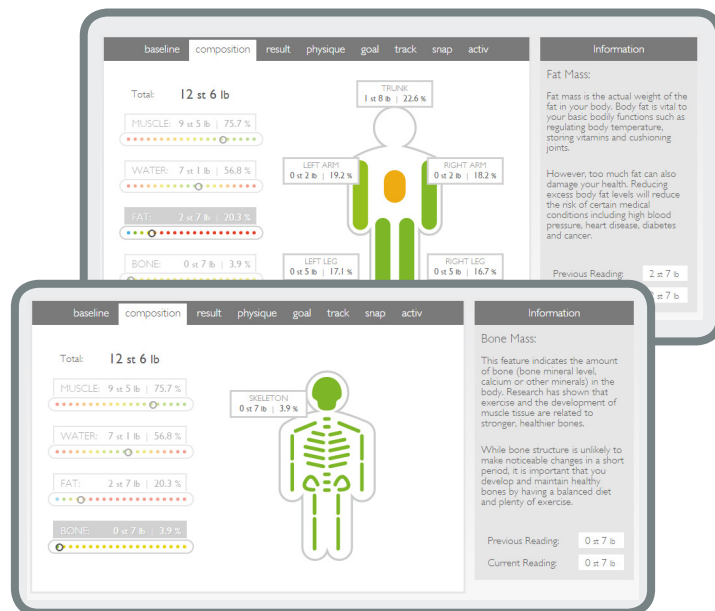
How the Tanita boditrax system works

- User carries out boditrax analysis at their host facility on their own or with staff.

- Users and staff can access their personal data, set goals and review progress via the app or website.

- Users can upload other personal measurements and data from activity trackers (Fitbit, Apple health kit coming soon)

- Management can harvest data on individual, facility or group level.


boditrax cloud

Advanced TANITA multi-frequency BIA technology

Members, staff and management can access data

An Enhanced Member Journey

Our philosophy helps users choose where to view the data that matters to them. They can set personal goals on their own or with staff guidance and then track their progress when and where it suits them.

Personal trainers or wellness advisors can use the data to develop personalised, achievable programmes and feedback or intervene on progress at regular intervals ensuring the client has the highest level of advice at all times.

Monitoring body composition increases motivation and helps clients understand the impact of their diet and fitness programme on their body. It introduces a variety of focal points that will impact on their health and fitness such as dehydration, visceral fat and metabolic changes.

Clients can share their success through social media – progress can be instantly shown on Facebook, Instagram or Twitter – personal stories or images generate huge interest and referral footfall.

Usage Breakdown
Number of scans per day by club

Performance Report
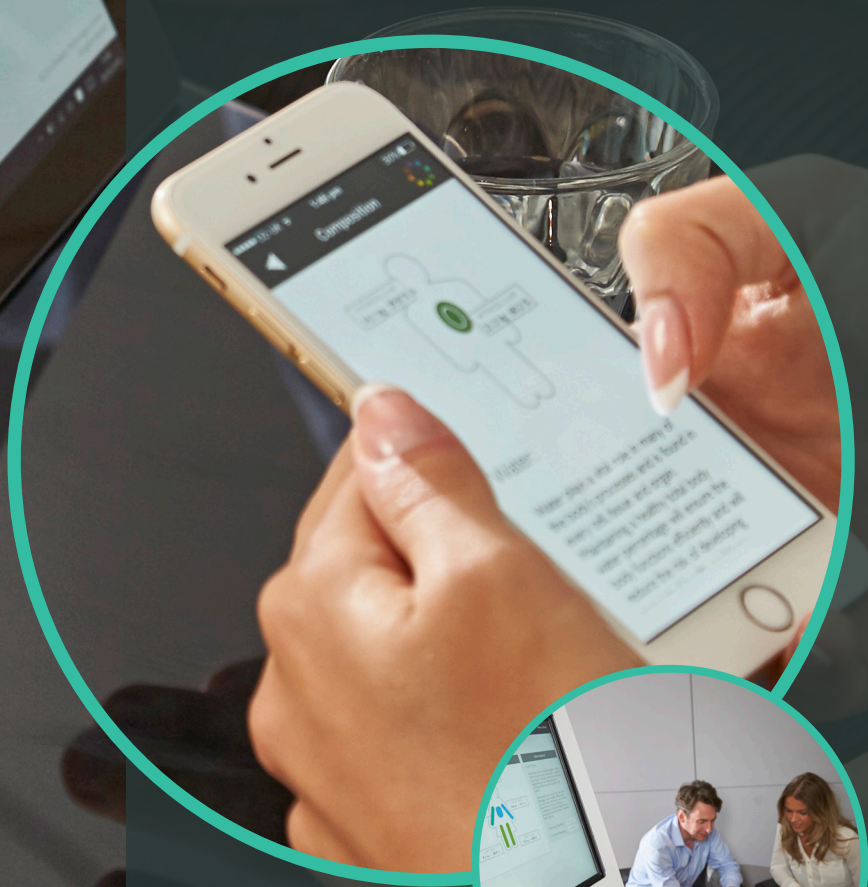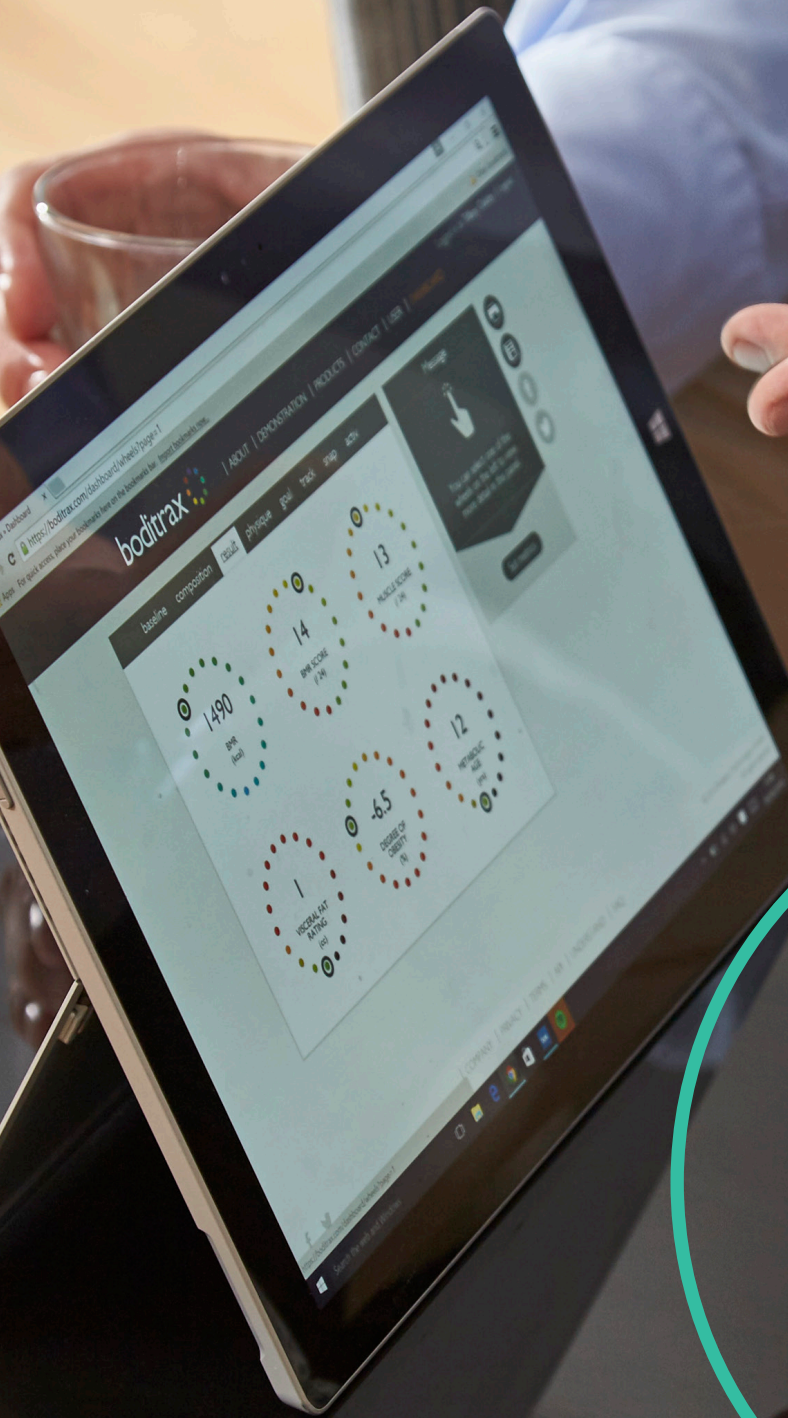
Management Insight and Client Behaviour Analysis

Insightful, agile reporting: boditrax software has powerful, dynamic reporting so organisations are fully informed on how our technology is supporting their users, data can be extracted and embedded into conventional reporting. Mine by individual, group, facility, age, gender, goals, usage behaviour and more.
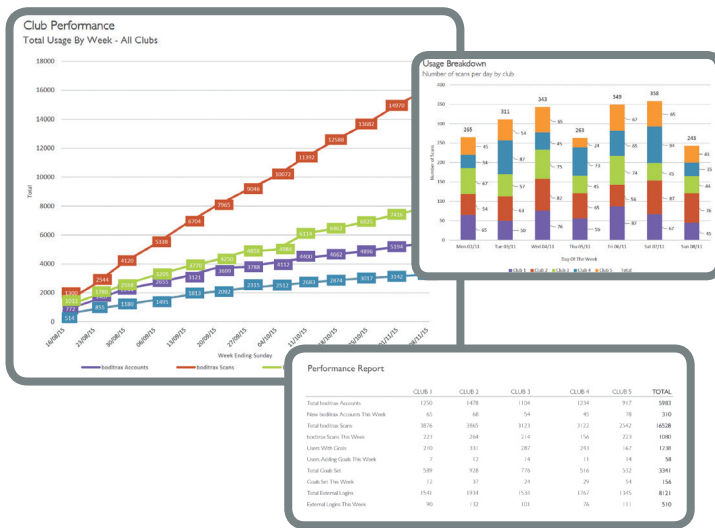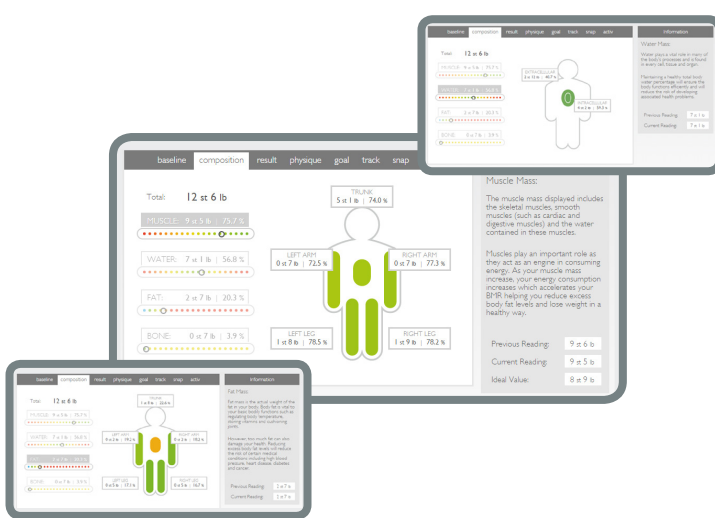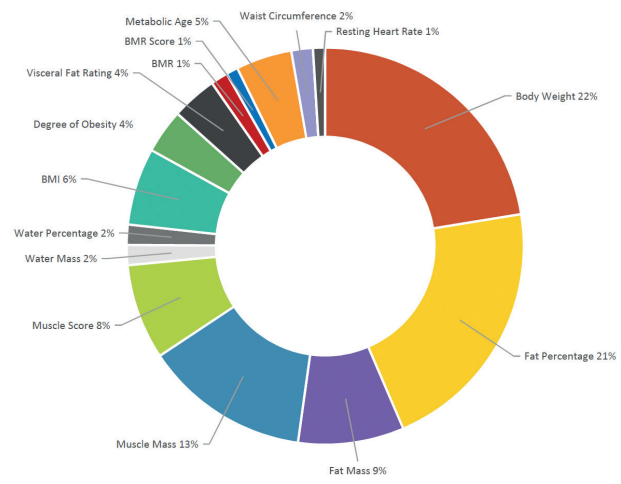
Services tailored to clients ambitions

Each client sets their own personal goals of what they need to achieve, management can ensure staff are seen as expert providers of education for successful change.

A valuable management resource to personalise services, classes, competitions and marketing communications based on what clients actually 'need' not what they think they want – a healthier body composition, not just weight reduction!

Goal Breakdown By Body Metric
Analysis of goals set this week - All Clubs

Metabolic Age 5%
Waist Circumference 2%
BMR Score 1%
Resting Heart Rate 1%
Visceral Fat Rating 4%
BMR 1%
Body Weight 22%
Degree of Obesity 4%
BMI 6%
Water Percentage 2%
Water Mass 2%
Fat Percentage 21%
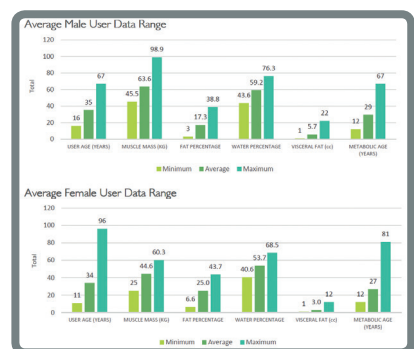Muscle Score 8%
Muscle Mass 13%
Fat Mass 9%

Getting up close and personal

Staff are provided with a great tool to meaningfully engage and captivate their clients, open discussions based on personal measurements, promote detailed advice that can directly impact on health and fitness status including hydration levels, body fat and muscle management, visceral fat and metabolic state awareness.

Fine tune targeted marketing campaigns and messaging

Run competitions – men vs women for fat loss, accounts dept vs sales team achieving lowest metabolic age. Motivate, challenge, reward and retain.

Perfect to catch attention for corporate wellness awareness days or new membership campaigns, engage with your local community, businesses, colleges, sports clubs – everybody has a body you can measure!

Average Male User Data Range

Average Female User Data Range

Female

Male

Expanding data collection and payment facilities

The Tanita boditrax System can incorporate a wide range of additional devices.

Wearable technology devices such as Fitbit with Apple Health kit in 2016.

Blood pressure, glucose monitors and anything that can be measured can be integrated. Additional data including hip-to-waist, bicep circumference and much more will help develop a 360 health and fitness picture.

Swipe or touch pay can be integrated, World Pay, Sage Pay and other integrations with Leisure Management software are possible via an open API and a collaborative philosophy.

WisePay

A new revenue stream

The Tanita boditrax System can easily be integrated into a business format to generate an additional revenue stream. This can either be introduced as a member pay-per-use scheme or as part of a detailed consultation programme.

A quantifiable ROI can also be gained through increased recruitment of new members and reduction in membership cancellations as client motivation and staff communication levels remain high.

How are businesses using the Tanita boditrax System to drive engagement, growth and revenues

GYM CHAIN MANAGEMENT generate new revenue streams, enhance their marketing campaigns, understand their group performance and change their member behaviour.

SPORT PERFORMANCE EXPERTS drive individual player performance through personalised nutrition, biomechanics and injury recovery programmes.

CORPORATE WELLNESS MANAGERS increase engagement with employees to improve health, reduce absences and offer services based on actual health requirements.

UNIVERSITY AND RESEARCH FACILITIES with enhanced accuracy, more detailed monitoring and increased subject involvement.

Precision Technology.

20 body composition measures in 30 seconds.

Simplicity.

Unpack, plug and play set up via LAN

Intuitive.

Complex data made simple via beautiful software.

Engaging.

24/7 client data access via App and Website

Integrity.

Tanita BIA technology trusted by leading experts in healthcare, sport and wellness worldwide.

Reporting.

Agile and responsive. Online, or exported for embedding within other management reports.

Confidential.

Securely cloud hosted by Rackspace and accessible anytime on any device

Supported.

Full integration, training and service support when needed.

Integration.

Payment, record and track data collated from other medical devices, trackers and applications.

Personalised.

Branded front panel and software, integration within your own web environment with iFrame options.

boditrax | TANITA

Tanita boditrax System

Making complex data meaningful, goals achievable and results recordable

fysiopartner

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