



Definition Document G-Cloud

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Introduction

Exerp is a best-of-breed member management software which supports enterprise clients in the health, fitness and leisure sector globally. Exerp is proud to support many of the world's leading brands, including Pure Gym, Virgin Active, David Lloyd and Chelsea Piers. Our unique architecture, which runs as an open system, has allowed clients to achieve remarkable success and growth. Our service enables rapid deployment, cost transparency, and compliance with UK government procurement standards.

Exerp operates a unique scope tree architecture that allows our customers to have full control across all brands. This does not exist with any other provider.

Exerp has only had a single customer leave the platform in 22 years. At present, Exerp supports over 40% of the global enterprise market.

Exerp is the most configurable system on the market, with the customer remaining the owner of the system to adapt to their business, and not the other way around.

Core functionality Summary:

- Centralise operations: Manage memberships, bookings, POS, create products and services and reporting from a single interface.
- Enhance efficiency: Reduce administrative overhead through automation and integration.
- Improve user experience: Provide intuitive tools for staff and members.
- Ensure compliance: Built to meet UK government security and data protection requirements.

Target audience: UK public sector organisations, including UK Trusts Leisure Centres

Service boundaries: We provide full hosting and support with third-party integrations, along with dedicated account management. We do not support payroll functions or third-party hardware sourcing.

Compliance Summary

Our service is fully aligned with UK government standards and G-Cloud requirements:

Security: Meets NCSC 14 Cloud Security Principles, ISO 27001 certified AWS data centres supplied for hosting, and Cyber Essentials Plus accredited. NCSC 14 Cloud Security Principles

Data Protection: GDPR-compliant with UK Data Protection Act 2018 adherence.

Accessibility: WCAG 2.1 AA standards for user interfaces.

Social Value: Supports CCS social value priorities, including sustainability and equality.

Exit Strategy: Clear offboarding process ensuring data portability and zero vendor lock-in.

Service Details

System Functions:



In addition to core member management functionality, the platform offers a range of integrated services and partner solutions designed to enhance operational efficiency and member engagement. These include:

- Integrated Payment Processing: Full support for recurring billing, reconciliation, and financial reporting through leading payment gateways (e.g., Adyen), including local payment methods and global clearinghouse support.
- Member Mobile App and Web Self-Service: Seamless integration with Exerp Go and Member Web allows for online joining, account management, class bookings, and real-time schedule updates. Gamification and rewards function and a host of communication and advertising tools.
- The Exerp platform offers extensive third-party integration capabilities via a secure and scalable API framework. These integrations are designed to support enterprise-level clients operating across diverse territories and business models. Below is a summary of our supported integrations, categorized by function

Technical Requirements

General Overview of API Capabilities

- Modular and Extensible Design:

Exerp's API is structured around key functional domains, including membership, bookings, payments, agreements, staff scheduling, reporting, and access control. Each module exposes well-documented endpoints that can be extended based on specific client needs or business rules.

– Read/Write Access:

The API supports full CRUD (Create, Read, Update, Delete) operations on most data entities, enabling dynamic and real-time updates across applications. Permissions are role-based and securely managed to restrict access to authorised users and systems.

– Real-Time Transaction Handling:

The API enables real-time operations for mission-critical workflows such as membership sign-up, booking management, payment initiation, and agreement updates. This ensures a seamless user experience across web, mobile, and in-club environments.

– Asynchronous Operations:

Bulk operations (e.g., mass member updates, data synchronization) can be managed asynchronously through job queues, reducing front-end latency while maintaining platform performance and integrity.

– Secure Authentication & Rate Management:

Token-based authentication using OAuth2 ensures secure access. Rate limiting and throttling policies are in place to maintain platform stability, with custom thresholds adjustable based on volume and integration type.

– Multi-Territory, Multi-Brand Support:

Exerp's APIs are designed to operate in multi-country environments and support brand-specific configurations and localization, making it suitable for franchise and enterprise operators with complex structures.

– Extensive Documentation & Developer Tools:

A fully documented API developer portal is provided, featuring usage examples, schema references, and sandbox environments for testing. This accelerates integration and reduces time-to-value for client development teams.

– Integration Ecosystem:

The API is actively used by clients to integrate with third-party systems such as access control, ERP, marketing automation, CRM, BI tools, fitness content platforms, and mobile apps.

The Exerp API framework supports a broad range of actions and data interactions essential for managing complex health and fitness operations. Designed with a RESTful architecture and secured with token-based authentication, the API enables secure, real-time access and manipulation of key data entities across the Exerp platform.

Supported Actions

– Data Retrieval (Read):

Enables retrieval of real-time data across a wide range of modules, including:

– Member profiles and agreements

- Class and PT bookings
- Financial transactions and billing history
- Attendance and visit data
- Product catalogues and price lists
- Staff schedules and availability

– Data Updates (Write):

Allows dynamic updates to system records, including:

- Member contact information and preferences
- Agreement changes (upgrades, freezes, cancellations)
- Booking changes (reschedules, check-ins, no-shows)
- Payment method updates and agreement reactivation
- Stock item adjustments and POS transactions

– Data Creation (Create):

Supports the creation of new records, such as:

- New member records and digital sign-ups
- Booking records for classes and personal training sessions
- New agreements and subscription purchases
- Staff records and instructor availability

– Data Deletion (Delete):

Permitted for specific use cases with proper role-based controls. Typical use cases include:

- Cancelling future bookings
- Removing draft agreements
- Deleting incomplete member sign-ups (prior to activation)

Granular Control and Validation

All actions are subject to validation rules defined within the platform to preserve data integrity and enforce business logic. Permissions are managed at the API key and user role level, ensuring only authorized systems and users can perform sensitive operations.

Please note that Exerp supports API's at RESTful.

Monitoring and SLA Reporting:

Real-time API performance and uptime are monitored using enterprise-grade tools, and service level reporting is available to clients with uptime guarantees aligned to hosted SLA terms.

Infrastructure

Exerp is a cloud-based solution hosted in ISO 27001-certified AWS data centers. Exerp provides a dedicated tenant for each customer/environment and we always choose the AWS data center closest to the users and provide high availability, data security, and compliance with GDPR and other regional regulations.

SLA's

Exerp aims to provide a high level of service to its clients with fast uptake response to any issues. Please see our standard SLA response time.

Reaction Time Service Levels	
Severity 1	15 minutes
Severity 2	1 business hour
Severity 3	4 business hours
Severity 4 and 5	COB the next business day

Exerp provides support primarily through its online support portal, where customers can log, track, and manage service requests. Email is also used to facilitate communications and updates related to open tickets. Support hours are in business hours (UK applicable), Monday to Friday, 0900-1700.

Account Management Services Include:

Ongoing contract governance and quarterly business reviews

Coordination of new feature rollouts, product roadmap discussions, and localization needs

Oversight of issue resolution and SLA adherence

Support with training updates, user feedback, and configuration improvements

Strategic planning aligned to business objectives and expansion

Real-time API performance and uptime are monitored using enterprise-grade tools, and service level reporting is available to clients with uptime guarantees aligned to hosted SLA terms.

Security & compliance

- Exerp is compliant with the NCSC principles
- Is fully GDPR compliant
- ISAE3402 qualified (SOC 1 equivalent)
- PSI/ DSS Compliant
- *Annual penetration testing using a 3rd party company (Cobalt), the report from the penetration test and the mitigation plan are made available to customers.*
- *Annual ISAE3402 security certification (SOC1 equivalent) done with a 3rd party company (BDO).*
- *Surface Vector Analysis is done as part of the ISAE3402 certification and upon major architecture changes*
- *Threat intelligence is received from a third-party cybersecurity company*
- *Code is continuously scanned using SonarQube for static analysis and quality assurance.*
- *CI/CD pipelines enforce mandatory unit tests, integration testing, and automated regression checks using Cypress, Cucumber, and Postman.*
- *Application health is continuously monitored using Grafana, Elastic Cloud, and Logic Monitor for error detection, usage anomalies, and potential vulnerabilities.*
- *New vulnerabilities or bugs are logged in Jira and prioritised during sprint planning.*
- *Security fixes are implemented in weekly releases or fast-tracked in hotfixes if critical.*
- *Disaster Recovery (DR) testing is conducted annually, and system observability tools are active at all times.*
- *IDP's Exerp supports SSO using SAML 2.0 or OIDC protocols. Commonly supported IDPs include Microsoft Azure Active Directory, Okta, Ping Identity, Google Workspace, and any other SAML/OAuth-compliant platforms.*

Authentication Details

– Token Expiry & Rotation:

OAuth tokens include configurable expiry policies and support refresh mechanisms to maintain secure and efficient session management.

– Role-Based Access Control (RBAC):

All API authentication methods are integrated with Exerp's RBAC model, ensuring users and systems only have access to the data and actions necessary for their role.

– Audit Logging:

All authentication events, including token requests, renewals, and invalidations, are logged for auditability and security review.

– TLS Encryption:

All API traffic is encrypted via HTTPS using TLS 1.2 or higher to ensure data confidentiality and integrity in transit.

– API Key Authentication:

For simpler or internal service integrations, Exerp supports the use of securely issued API keys. These keys are associated with specific roles and permission scopes and can be restricted to defined IP ranges or usage quotas for added security.

– Session-Based Authentication (Back Office Only):

Exerp's administrative interfaces use session-based authentication secured with SSL and two-factor authentication (2FA), though this is typically separate from API-level integrations.

– Token Expiry & Rotation:

OAuth tokens include configurable expiry policies and support refresh mechanisms to maintain secure and efficient session management.

Pricing Summary

Exerp provides a clear and transparent pricing model designed for public sector organisations. **Exer does not charge for API callbacks**, offering tremendous savings to the clients, and non-operational head office sites are excluded from billing. Pricing is calculated on a per-site per-month basis, with tiered discounts available for organisations operating a larger number of sites.

Standard contracts start at thirty-six months and can be extended as required. The commercial offer is tailored to include only the modules necessary for specific business operations. Full training, whether delivered on site or off site, is included within the integration costs. Where additional development is required to address functional gaps, fees will apply. Complete pricing details, including unit costs and optional services, are provided in the separate Pricing Document published on G-Cloud.

Migration Details

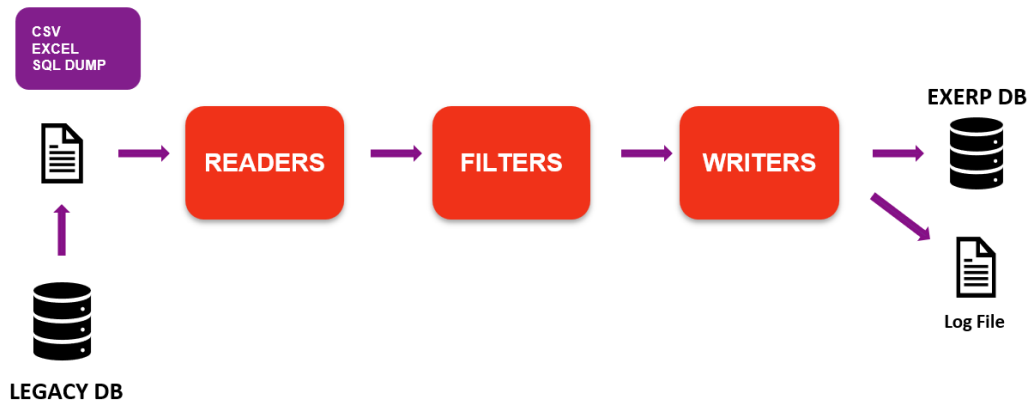
Exerp has a dedicated data migration team that maintains our data migration framework and is responsible for writing the data migration scripts (in collaboration with the customer). Each data migration is preceded by a dry run done against a dedicated migration environment. We run everything on the migration environment for one billing cycle (typically 1 month) and make sure all transactions have been done correctly before we migrate to the production environment.

Our team is incredibly experienced at this and is used to migrating 100+ clubs in a single night.

Exerp uses configurable duplicate detection rules to reconcile member data across systems and locations. These rules match key fields like email, phone number, and date of birth to identify duplicates. Both strict and flexible matching options are available, and flagged records

can be reviewed manually or resolved automatically. This ensures a clean, unified member database, even when data comes from varied sources.

Migration Framework



We provide a comprehensive training program tailored to the clients structure and user roles which includes:

- Customised Curriculum: Training is adapted for different roles—end-users, system administrators, IT support, and corporate stakeholders.
- Delivery Formats: Includes live sessions, recorded modules, documentation, and access to a knowledge base.
- Languages Supported: English and Danish (with potential for localization if needed).
- Ongoing Education: Training updates are provided as part of account management, especially during feature rollouts or system upgrades.
- Support Tools: Integrated ticketing system, escalation protocols, and 24/7 global support ensure continuous learning and issue resolution.

Social Value and Sustainability

Exerp is committed to delivering measurable social value in line with UK Government priorities and the Crown Commercial Service framework. Our approach supports equality, diversity and inclusion by ensuring fair access to employment opportunities and promoting inclusive practices within our organisation and supply chain. We actively contribute to reducing carbon emissions by operating a cloud-based platform that minimises the need for physical infrastructure and travel, and by adopting energy-efficient hosting environments.

We encourage skills development through training programmes for both clients and employees, supporting digital transformation and workforce capability in the public sector. Our

procurement and operational policies comply with the Modern Slavery Act 2015, and we maintain rigorous standards to prevent unethical labour practices.

Exerp also works to create long-term community benefits by supporting health and well-being initiatives through our platform, enabling organisations to deliver accessible fitness and wellness services to their members. These commitments are embedded in our business strategy and monitored regularly to ensure continuous improvement and alignment with government sustainability objectives.

Key Contacts

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