



C A S E   S T U D Y

# The Pad Climbing

Scaling access, ease, and community  
through smart tech that just works.

# The Backstory

Climbing gyms have come a long way...like really far.

Since 2000, the number of gyms in the U.S. has more than quadrupled. One of the standouts leading that charge? The Pad Climbing. With multiple locations across California, Nevada, and New York, they've built something special, fueled by values like access, inclusivity, and doing things differently.

They're not just about walls and holds, they're about community. And they've always leaned into tech to make the gym experience better for everyone.

So when they needed to bring all their locations under one system, they came to Approach.

That was late 2023. Fast forward to March 2024, and they added Allthenticate for 24/7 access straight from your phone. By December, a brand-new New York facility launched with the full Approach + Allthenticate system live from day one.





# The Challenge

The Pad was growing fast and running a lot of stuff remotely. What they needed was a system that could:

- Run multiple gyms without turning into a logistical nightmare
- Cut front desk chaos and make staff onboarding easier
- Let members get in 24/7, without key fobs or outdated tech
- Give climbers a modern, mobile experience that feels like the future
- Provide the data they needed to make smarter decisions

Legacy systems like Gartner and MultiPass? Didn't cut it. No mobile app, clunky UX, and not aligned with the kind of community-first vibe The Pad is all about.



# The Fix

This is where we came in along with our friends at Allthenticate.

Together, we helped The Pad level up.



## What Approach brought to the table:

- CRM and waivers that make member onboarding a breeze
- Tools for calendars, check-ins, and POS that just work
- Reporting and insights that actually help
- Click-through staff training that *doesn't* feel like a chore
- Real relationships (yep, we know each other's names—and we *like* working together)

## And here's what Allthenticate delivered:

- Tap-to-enter phone access
- Seamless sync with member status in Approach
- Full remote control for the admin team
- Clear access logs across all locations

# The Results

## **Staff training time, way down.**

Our UI is intuitive and easy to learn. Jessica says there's "no comparison" to what they used before.

## **24/7 access = pure freedom.**

Climbers love coming in on their own time. "This isn't The Pad's gym—it's their gym," says Jessica.

## **The front desk runs smoother.**

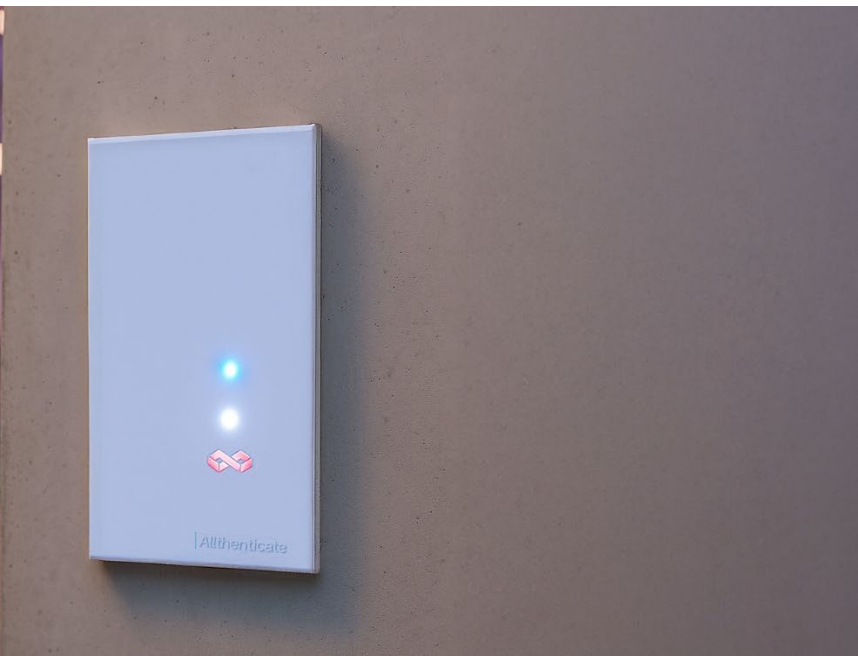
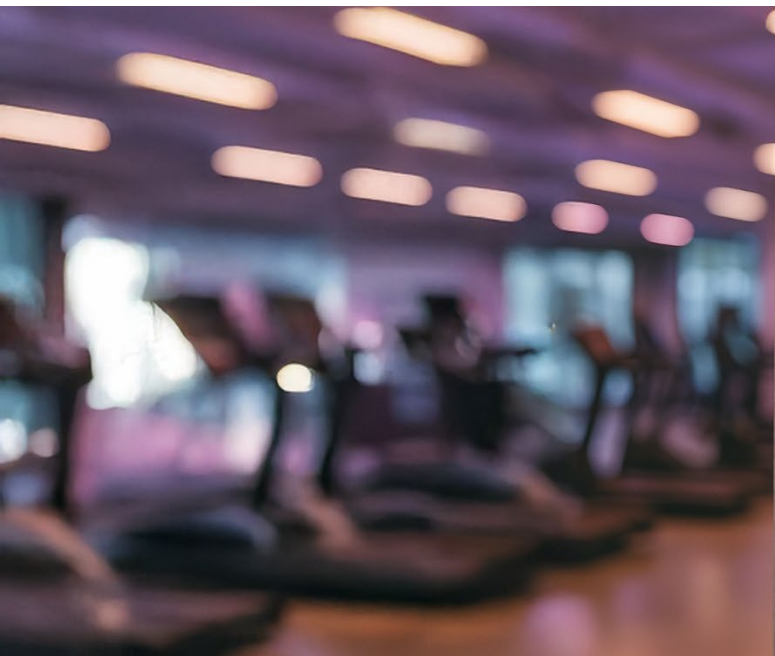
Less time checking folks in = more time building community and selling more gear.

## **Remote operations, no drama.**

The Pad's team can run systems across multiple gyms—from anywhere. Easy.

## **More affordable + more responsive.**

Compared to old-school providers, Allthenticate is faster, cheaper, and way more on top of things.





# What's Next

With a solid tech stack built around access, autonomy, and community, The Pad's ready to keep scaling without sacrificing what makes them unique.

*"After six years in gym ops, I've never had this kind of relationship with a software partner. I'd recommend both of these teams in a heartbeat."*

**Jessica Mitchell | Systems & Communication Director**



# Taking a new approach to technology

Curious how this could work at your gym?

Let's chat. Approach + Allthenticate might be the tech partnership you didn't know you needed.

GET CONNECTED