

CASE STUDY

Performance Hub Scales its AI Surveillance Application for UBX Global Gym Network

Performance Hub powers AI surveillance across a global franchise of UBX gyms. Wasabi provides fast, cost-effective cloud storage that improves access to video and metadata at scale.

Overview

Performance Hub is an AI-powered SaaS platform that provides gyms with business management tools including marketing, payments, support, digital displays, CCTV, and analytics. By storing video footage and metadata in Wasabi, the company achieved 4–6× cost savings compared to its previous cloud provider, while enabling fast, on-demand access to data and insights at scale.

4-6x

Cloud storage cost reduction

< 1 min

Wasabi bucket configuration time per region

20x

Cheaper customer billing calculations vs. AWS

Challenges

Performance Hub developed its SaaS platform to unify tools and operations management across business units for fitness brands, streamlining surveillance and optimizing existing infrastructure. However, its previous cloud storage solution was expensive since footage is uploaded directly from devices in the field and, as a result, often suffered performance issues that degraded the user experience. The team was looking for cost savings that didn't require major rewrites.

- **High storage costs:** Surveillance footage and metadata volume drove up cloud fees rapidly.
- **Slow performance:** Customers experienced timeouts and lag when accessing archived clips or freeze frames.
- **Complex billing:** Calculating storage usage for client billing was expensive and time-consuming.



USE CASE:

- Active Archiving
- Media Workflows
- Surveillance
- Cloud Computing
- Artificial intelligence

INDUSTRY:

- Media & Entertainment

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Analyzing bulk security footage from our locations was a problem. The Performance Hub & Wasabi handled them better than any other provider.

– **Arial Jay Catarina**, Performance Hub Customer & Lead Engineer at UBX

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Wasabi helps us meet compliance for local data storage, whilst still maintaining complete cloud native programmatic API access into our platform.

– **David Nedved**, CTO - Performance Hub

Solutions

Performance Hub's edge computing solution uses Asus mini PCs, powered by ARM processors, and NVIDIA GPUs to perform real-time facial recognition and metadata tagging from thousands of devices in the field. Each gym location, across the globe, captures surveillance footage and generates AI-enriched metadata, which is uploaded to Wasabi Hot Cloud Storage for secure, compliant archiving. With cloud native programmatic access, the Performance Hub SaaS can configure Wasabi buckets in local regions, enabling fast deployment, low-latency access, and simplified compliance with data residency requirements.

Key features:

- **AI metadata at scale** – Performance Hub stores high volumes of small metadata and video files with zero performance issues.
- **Predictable pricing** – Flat-rate billing lets Performance Hub offer simple customer storage plans and earn margins.
- **Compliant storage** – Regional data storage across many global geos enabled compliance with data residency requirements.
- **Granular configurability** – Customers can configure their own data retention schedules to meet insurance and compliance needs.
- **Fast user access** – Archived video is retrieved quickly through the Performance Hub SaaS, much faster than any other traditional client.
- **Simplified dev workflow** – Wasabi's S3-compatible API and events engine made switching platforms seamless.

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With our previous provider, simple tasks such as querying usage to bill customers was expensive and time consuming. With Wasabi, running those same reports costs pennies.

– David Nedved, CTO - Performance Hub

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Wasabi eliminated our direct from device upload timeouts and small file issues, critical for managing AI metadata and media at scale.

– David Nedved, CTO - Performance Hub

Results

With Wasabi, Performance Hub improved UBX's customer experience, streamlined billing, and reduced its storage footprint costs by up to 6x. Wasabi allows the team to affordably store all data for their application and AI capabilities they're offering customers while also improving performance and access for end-users. Affordable AI storage supports Performance Hub in scaling their platform and business to new fitness brands and use cases.

Benefits realized:

- **4–6x lower cloud storage costs** – Eliminated tiered pricing and API fees.
- **20x less expensive billing calculations** – Querying usage costs significantly less than with their previous provider due to performance of the Wasabi Platform.
- **<1-minute location setup** – New gyms can be onboarded in seconds.
- **Scalable AI infrastructure** – Seamless support for facial recognition metadata, clips, and search.