

# Arinda

Premium Membership Management Platform

**Competitor Comparison**

# Traditional Booking Systems (Trybe, Zenoti, Mindbody)

- These platforms are excellent at scheduling, staff management, and POS - but they were never designed to run a modern membership business. Their membership features are bolt-ons: limited, rigid, and unable to support the premium experience your customers expect.
- **Where they fall short:**
  - No benefit activation
  - No membership pause automation
  - No usage history
  - No branded mobile app without massive setup fees
  - No luxury-grade UX
- **Where Arinda wins:** Arinda complements the booking system and fills the membership gap they cannot solve. You keep your booking engine - and gain a true membership platform.



# White-Label App Builders (GoodBarber, AppYourself, AppInstitute)

- These tools are cheap and fast, but they're generic. They produce apps that look like templates - because they are templates. They don't understand memberships, benefits, or wellness establishment workflows.
- **Where they fall short:**
  - No membership logic
  - No benefit activation
  - No membership pausing
  - No integration with wellness establishment systems
  - No automation
  - No premium brand experience
- **Where Arinda wins:** Arinda is not a DIY app builder. It's a purpose-built membership engine with a luxury UX designed for hospitality brands.



# Loyalty Platforms (Loyalzoo, Como, Yollty)

- These systems are built for points, punch cards, and simple rewards - not paid memberships. They're great for cafés and retail, not for premium wellness establishments.
- **Where they fall short:**
  - No membership tiers
  - No membership pause logic
  - No benefit activation
  - No integration with booking systems
  - Not suitable for high-end hospitality
- **Where Arinda wins:** Arinda is built for **paid, recurring memberships**, not stamp cards. It supports the operational reality of a wellness establishment, not a coffee shop.



# Custom Development (Agencies, in-house teams)

- This is the path many premium wellness establishments consider - until they see the cost and complexity. Custom apps are expensive to build, slow to evolve, and risky to maintain.
- **Where they fall short:**
  - 80k-200k€ upfront
  - 3k-€10k€/month maintenance
  - Long delivery cycles
  - No built-in domain expertise
  - High operational risk
- **Where Arinda wins:** Arinda delivers 90% of the custom experience at 10% of the cost - with continuous updates, integrations, and a proven membership engine.



# Why Arinda Wins Overall

## **Arinda is the only platform that combines:**

- A premium membership engine
- Benefit activation
- Membership pause automation
- Usage history
- Deep booking system integrations
- Luxury-grade branded mobile apps
- Zero setup fees
- Predictable monthly pricing
- It replaces multiple fragmented tools with one elegant, purpose-built solution.



# Arinda ROI - The Two Impacts That Matter

## Operational Efficiency

- Arinda automates the workflows wellness establishments spend the most time on:
  - Benefit validation
  - Booking management
  - Membership pause handling
  - Activation history
  - Member communication
  - App updates & data refresh
- **Impact:** Teams save **10-20 hours every month**, freeing staff to focus on service, not admin.

## Member Retention

- A premium membership experience directly improves retention:
  - Easy booking management
  - Easy benefit activation
  - Transparent history
  - Branded mobile experience
  - Fewer errors, fewer frustrations
- **Impact:** Even a **3-5% retention lift** pays for the platform many times over.

# Thank you

Let's be in touch!

Jussi Palo

Email: [jussi@btor.fi](mailto:jussi@btor.fi)

Tel. +358 50 5411 688



**Btor**