



SWK
TECHNOLOGIES

CLIENT: Advantage Sport & Fitness, Inc.

- Distributor and retailer of gym fitness equipment
- Headquartered in Ithaca, NY, with 35 warehouses across the East Coast
- Founded in 1987
- 97 employees
- Receives approximately 7000 orders per year, with contracts that can extend for up to 2 years at a time
- Generates \$35M in sales
- Adopted Acumatica Distribution, Financial and Customer Management Suites to better manage supply chain and sales lifecycles

Advantage Sport & Fitness Gains Visibility with Help from SWK and Acumatica

About Advantage Sport & Fitness, Inc.

Advantage Sport & Fitness, Inc. (ASF) is a distributor and retailer of professional fitness equipment based in Ithaca, NY, with a second retail location in Greenville, SC, and 35 distribution centers scattered across 16 states. ASF also offers installation, facility planning and design, and maintenance services for all of their equipment. The majority of their products are designed for fitness centers in commercial and academic campuses, hospitals, and any other space that features recreational fitness areas.

Advantage was founded in 1987 by John Murray, the current President and Co-owner. "It

Fitness equipment distributors like Advantage Sports & Fitness fill a role that manufacturers often cannot directly target, such as some multi-family housing developments located in metropolitan cities.



was a one-man show for a number of years," says John Pfuntner, Vice President, Director of Business Operations and the second of three Co-owners of the company. John joined Murray in 1993, saying, "then it became a two-man show." As of 2019, Advantage Sport & Fitness employees 97 people across all of their locations ASF has continued to grow since its founding, expanding from

Pennsylvania and their home base of upstate New York into New York City in 2011. They soon also gained several markets in the US South, including the Carolinas, Virginia, Florida, Georgia and Alabama. "We now capture most of the Eastern US," says John. Their annual sales went from \$100,000 to \$35 million total, and they now handle an average of 7000 orders each year.

Patience & Visibility

Competition is high for units in these areas, and developers set themselves apart in urban markets by employing fitness centers that can attract young professionals. ASF occupies a unique space in the distribution sector as their sales lifecycles can last for years at a time. "The thing that differentiates us are that our transactions are long-scale," says John. "We're developing sales quotes for fitness centers that haven't been built yet. We've got opportunities that we're projecting to deliver in two years." This places a heavy

visibility burden on Advantage, and even though the actual distribution procedures can be straightforward, minding their stock for these lengthy cycles is a challenge. "The distribution processing requirements are not that complex," says John. "What is complex is our inventory management." Additionally, their gym equipment services add another layer to their business that has to be monitored. "Although the service business is smaller, the processing requirements for it are much more complex than for the equipment business."



Leveraging Modern Technology

In a world where even the smallest projects run in the hundreds of thousands of dollars, ASF's sales and operations teams must keep track of all of the associated moving parts for the whole length of the contract. Obviously, the longer lifecycles require an automated solution to streamline their monitoring processes. "We're doing a lot of tracking over a long period," says John Pfuntner. "All of that has to be done through computers." John began searching for a new system

for Advantage Sport & Fitness that would allow his team to gain deeper insight into their activities, especially inventory management. He also added a few more requirements to the list on the functionality side, including featuring a web-based browser and SQL-based programming. While hosting their software remotely was not the biggest concern, John desired a seamless environment that would alleviate their manual IT concerns and automate the

upgrade process. "I didn't want to run around installing applications on everyone's computer," says John. John and ASF began looking at several web-based software systems simultaneously, including NetSuite. John got in contact with a West Coast-based NetSuite partner to demo the solution for Advantage Sport & Fitness, but what they saw did not seem like it would be a right fit. "Licensing was ridiculously expensive - \$100k a year



for maintenance," says John. "We couldn't afford that." Dissatisfied with the demonstration, John eventually moved on from NetSuite. "At that point in time, the product they were offering wasn't good for our business."

NetSuite VS Acumatica



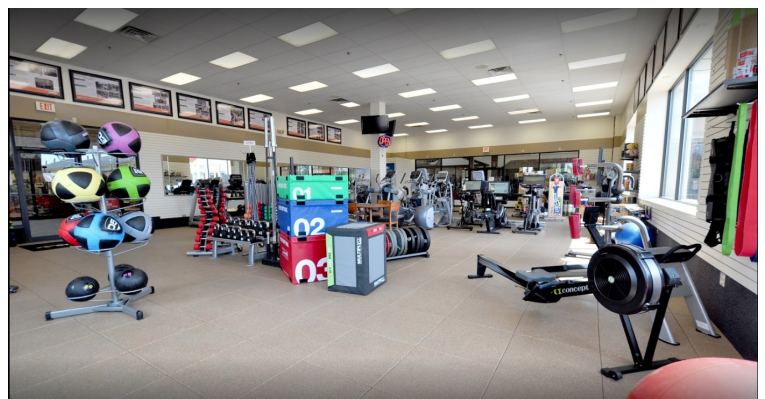
John Pfuntner, VP & Dir. Of Business Operations

While browsing NetSuite and other systems with web-based browsers, John had come across Acumatica, and

once it seemed like the other products might not fulfill their objectives he reached out directly to their team. Acumatica referred John to SWK Technologies as the best partner for ASF to work with. ASF was impressed with the demo SWK carried out of Acumatica and felt that it was what they were looking for. "Acumatica seemed to be the best fit for us," says John. "Acumatica was the best of all of the ones we looked at. I liked that it was built

on the .NET framework - we're very familiar with that here. It's something that we can manipulate...and its generic, so you can run it on a laptop, desktop, notebook, smart watch, or your phone." The SWK Acumatica consulting team determined

what was the best fit for Advantage Sport & Fitness, and once these modules were agreed upon, they began and completed the installation of Acumatica's Distribution, Financial, and Customer Management Suites.



Gaining Real-Time Insight into Inventory



made sure we had virtually no significant problems through extensive planning and testing prior to Go-Live.” Once Acumatica went live, ASF found that it

According to John Pfunter, the implementation was a success thanks to SWK’s collaboration with his team at ASF. After several simulated ‘go-lives,’ the new system was implemented almost seamlessly.

“We got the right people on our team, got the right people on SWK’s side and we got it done,” says John. “We’ve done a pretty darn good job, and, with SWK’s help, we

streamlined their inventory processes and automated their manual checks.

“We are now managing multiple warehouses with complete confidence,” says John, “whereas before we were guessing and, in some cases, had to physically visit the warehouse. The system reflects the reality in multiple states. That was the #1 problem and it’s done a very good job.”



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Grade A Implementation

Acumatica's flexibility and ease of customization also provides additional value to ASF, and now that they have the internal resources to support it, the team at ASF can modify their software to fit their needs. "We've got a lot of internal IT capability here now; we've got people who can customize the Acumatica framework," says John. "It's completely web-based, it's customizable, you can really tailor it for what you want it to do. I'm very satisfied."

John Pfuntner extended additional praise onto the SWK Acumatica consulting team, especially Mike Schmitt. "Mike's a great guy, very practical, and he knows his stuff," says John. "Most of the challenges we've encountered, he's seen them before. All the SWK people were nice - I would recommend SWK to future Acumatica implementers. If I had to grade our actual implementation, SWK certainly earned an 'A.'"



If you want to learn more about how SWK can help you with your business process challenges, and how the latest software and technologies can help you integrate, automate, and secure your systems, contact us today.

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