



AFTER MIGRATING TO ACUMATICA, HMS MOTORSPORT DOUBLED WEB SALES IN ONE YEAR.

How a thirteen-person motorsport safety company runs retail, e-commerce, distribution, and manufacturing on Acumatica with SWK Technologies.

THE SHORT VERSION

HMS Motorsport does not fit neatly into one category. The company runs two retail stores, six e-commerce sites, and a distribution operation serving one hundred and fifty dealers. It also manufactures custom safety belts for NASCAR drivers and electronics for professional racing helmets. Roughly seventy percent of its business is imports from European suppliers, which means every day involves currency, tariffs, and pricing math most thirteen-person companies never touch.

Joe Marco, president emeritus, wanted a system his small team could use from anywhere, reporting they could pull without asking someone else, and a vendor whose roadmap he believed in. He also wanted a partner who would take the time to understand what HMS actually is before recommending anything.

HMS moved to Acumatica Cloud ERP with SWK Technologies. At kickoff, Joe told SWK he did not want hiccups. When the team went live, that is what he got. In the first year on the new platform, web sales doubled year over year.

IN JOE'S WORDS

"I put a lot of pressure on SWK when we started because I said I don't want any hiccups. And they absolutely delivered. We couldn't be more thrilled."

Joe Marko, President Emeritus, HMS Motorsport

KEY RESULTS

- ✓ Web sales **up 100%** year over year on the Shopify Connector native to Acumatica
- ✓ **Browser-based access** replaced an on-premise legacy platform, giving the thirteen-person team the same visibility from home, phone, or store
- ✓ Velixo integration **cut pricing model complexity roughly in half** despite buying in euros and pounds and selling in dollars
- ✓ One ERP now **covers retail, e-commerce, distribution, and manufacturing** rather than data stitched across systems

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A LEGACY PLATFORM WITHOUT A FUTURE

The old system worked. That was the problem. HMS had run the same platform for years, and years, and it did what it was supposed to do, but Joe had spent most of his career close to enterprise technology and he knew what a platform without a future looked like. He wanted browser-based access his team could use from anywhere. He wanted a vendor whose roadmap he could actually believe. He found both at Acumatica.

SMALL TEAM - LONG TENURE

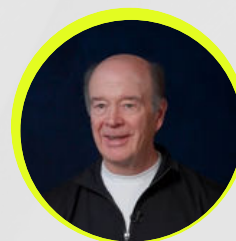
HMS runs on thirteen people, and the average tenure on that team is fourteen years. Most of the people who would be using the new system had done the work on the old system for more than a decade. That is a strength and a risk at the same time. It meant institutional knowledge was deep, but it also meant every legacy workflow had a defender. Joe knew any change would have to work with that team rather than around it. Before HMS ever picked a system, he sat down with his team and walked them through why a change was coming and what they stood to gain from it. By the time the decision was made, no one was bracing. They were leaning in.

PARTNERSHIP THAT MADE IT WORK

Choosing Acumatica was step one, but choosing who would implement it mattered just as much. HMS is not a company that fits into a standard demo. Retail, distribution, and manufacturing all run on the same thirteen-person team, which meant any VAR walking in with a template would miss what actually mattered. Joe wanted a partner who would slow down and learn the business before making a single recommendation, and SWK did exactly that.

Joe put pressure on the team from day one, telling them plainly he did not want hiccups, and at go live he got what he asked for. In the months since, the working relationship has held the same shape. When his team picks up the phone, they are usually ninety percent of the way to an answer and just need help with the last ten, and SWK meets them there.

When you're selecting a new solution, you need the partner to understand what you're trying to do, what your business looks like. In our case, the fact that we are retail, distribution, and manufacturing all mixed into one, it was critical for us that SWK could understand that and guide us through the direction properly. That was really key."
- Joe Marko



JOE MARKO

President Emeritus,
HMS Motorsport

"We can see the future. Acumatica is really giving us a future so that we can grow the company."

THE TEAM OWNS THE SYSTEM

Every HMS employee is a licensed Acumatica user, and Joe has intentionally put different parts of the system in different hands. One of those hands belongs to Zach, the purchasing manager, who went so deep in that his coworkers just started calling him Zach-u-matica.

► **WATCH JOE TELL THE STORY**

GET IN TOUCH

WEB SALES DOUBLED IN THE FIRST YEAR

HMS runs six e-commerce sites, and the Shopify Connector native to Acumatica lets those sites talk directly to the ERP without manual journal entries. That connection had been missing before. Orders, inventory, and pricing sat in different places, and reconciling them ate hours the small team did not have. Once the connector was live, the storefront and the books stayed in sync on their own. HMS is now running Acumatica Payments as well, keeping payment processing inside the same platform and further reducing the manual work that used to sit between the customer and the ledger.

"We went live with the Shopify Connector into Acumatica, and comparing sales from January of last year to January of this year, we've had a 100 percent increase in web sales."

EASIER PRICING WITH VELIXO

Because HMS buys in euros and pounds and sells in dollars, and because tariffs shift the numbers regularly, committing forward prices to dealers has always been complicated. Joe used Velixo to bring pricing information into a workable modeling structure and cut the size of his pricing models roughly in half. Then he used the same tool to build a monthly budget with actuals-to-budget and year-to-date comparisons. It took him a day and a half to weave it into their strategy. At HMS's scale, that speed matters. Thirteen people cannot afford a week of manual financial modeling every time tariff conditions change, and running Velixo against Acumatica data means Joe can rebuild a pricing model in an afternoon.

A PLATFORM HMS CAN GROW INTO

Joe went back to Acumatica Summit a year after go-live and watched the AI vision he had originally signed up for move noticeably forward. HMS has since upgraded to Acumatica 2025 R2 and is preparing to install the AI assistant. Customer engagement features, the customer portal, and workflow tools built around customer records are all on the near-term list. Joe is not chasing AI for its own sake. He is looking at what will let a thirteen-person team do more.



Company

HMS Motorsport
hmsmotorsport.com

Industry

Motorsport Safety Equipment

Business Model

Manufacturing, Distribution, Retail

Number of Employees

13

Location

Mooresville, NC

Products

Acumatica Cloud ERP with:

- Shopify Connector
- Acumatica Payments
- Velixo
- Acumatica CRM

IF YOUR LEGACY ERP IS HOLDING YOU BACK, LET'S TALK.

As a four-time Acumatica Partner of the Year and a Sage Diamond Partner, SWK has the consulting depth and project management discipline to keep your migration on schedule, plus the post-go-live support to keep your team set up for whatever comes next.

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