

## Client Case Study McCoy Motorsports Speed Past the Competition

**“The project was accomplished the way I wanted to see it done and handled. I was impressed by Kosmos Central’s ability and talented staff.”**

-Shane McCoy, Executive General Manager, McCoy Motorsports

Kosmos Central  
customer case study:

### Company

McCoy Motorsports  
www.tobefast.com

### Founded

2000

### Contact

Shane McCoy,  
Executive General Manager,  
internet sales, promotion &  
marketing division

### Location

Pikeville, KY

### Number of employees

20

### Business segment

Performance parts, accessories  
and media for the motorcycle, atv,  
off-road and automotive industries

### Partnership with Kosmos Central

February 2007

### Problem

Since company inception in 2000, McCoy Motorsports (www.tobefast.com) has worked to raise awareness of its online presence as a leading vendor of motorsports equipment and parts. 5 years ago, McCoy Motorsports contracted with a competitive web company which did not meet its goals. This failed partnership spiraled downwards due to poor performance and unmet expectations. The previous supplier was not able to create the anticipated customized solution, resulting in failed web site orders, mediocre software applications, and second-rate client support. To reconcile its business, McCoy Motorsports asked for recommendations and found Kosmos Central. The Kosmos team of professionals was tasked to turn McCoy Motorsports from a failing online presence into a thriving web retailer.

### Execution

Through extensive communication and research, Kosmos developed a solid plan of action. This included customizing the communication between the retail management system (RMS) and the eCommerce shopping cart at www.tobefast.com through various web service technologies. This solution has allowed McCoy Motorsports to conduct business that previously wouldn’t have been possible. For example, it was critical that unique shopping cart functionality was developed to allow customers and resellers the ability to access different sections of the cart and different pricing schemes. As dealers and customers pay different amounts for the same purchases, separate membership levels needed to be created to reflect this. This customization saved McCoy Motorsports a substantial amount of money, as the only other option would have been to create two separate web sites: one for dealers, another for customers. Now, dealers simply log-in and are provided with their respective product pricing. This tailored solution helped re-establish the McCoy Motorsports brand.



With the personalized solution in place and a concrete marketing plan creating online buzz, McCoy Motorsports became an industry-leading supplier of performance parts, accessories and media for the motorcycle, atv, off-road and automotive industry.

“We have noticed a significant ROI since working with Kosmos – too much to count.

Our web site now integrates with our in-house system.

The amount of increased sales, paired with time saved is simply invaluable.

Kosmos Central is a flawless, top-notch team. You won't find a more down to earth company on a one-on-one basis.”

- Shane McCoy

#### Result

Attracting approximately 27,000 unique visitors and over 5,000,000 web site hits per month, McCoy Motorsports has tracked a sharp increase in sales and ROI, which are products of a more functional and efficient solution. McCoy Motorsports now routinely meets business goals that were previously unattainable. This end result proves how Kosmos Central's products and services help clients optimize efficiency and effectiveness, implementing retail web presences that allow a business to profit and grow.

McCoy Motorsports required a customized solution with integration support, flexibility and a visual design makeover – Kosmos Central delivered.

“We turned to the Kosmos Central services, solution and staff after being unpleasantly let down by our previous provider. Kosmos are experts in their market niche. They did everything it took to fix our previous failed solution.”

“The professional recommendations we received coupled with a strong client portfolio made the choice of going with Kosmos Central quite obvious.”

“The project was accomplished the way I wanted to see it done and handled. I was impressed by Kosmos Central's ability and talented staff.”