

MISSION

Accelerating Loyalty Program Value Creation

We launched loyalty execution as a service within our custom-built retail cloud orchestration backbone—no rip-and-replace, just precision at the edge.



Most loyalty programs require massive platform lifts or rigid vendor dependencies. We took a different approach—embedding loyalty execution as a modular service within a custom-built retail cloud orchestration layer. We integrated targeting, pricing and consent enforcement into existing POS, mobile and pricebook systems—without rewriting the stack—and enabled other functions to be added just as easily.



Architecture

Rocket's orchestration backbone supports loyalty logic as a discrete plug-in service. Our solution connects real-time transaction data to CDP flags, eligibility logic and POS pricing rules, and integrates with CRM, mobile and pricebook systems incrementally—allowing loyalty to function as an adaptive capability, not a standalone platform.

*"We didn't rebuild the stack
—we made loyalty run inside it."*

—Wells Burke, Rocket CEO



**Ready to make loyalty a capability,
not a dependency?**

Talk to Rocket about embedding loyalty inside your cloud-layer architecture.



KEY TECHNOLOGIES

Loyalty as a Service

Loyalty runs as a standalone logic module—deployable without rewriting platforms or customer systems.

Event Stream Intercept

Captures real-time transaction and identity signals for inline decisioning and reward logic.

API Contract Broker

Normalizes data flows between CRM, CDP, POS and loyalty vendors for stable cross-system orchestration.

Rule and Pricing Injection

Injects loyalty, pricing and promotional logic into existing POS calculations.

Consent and Permissions Orchestration

Governs consent, permissions and eligibility across all service-layer modules.

Edge Execution

Bridges cloud-based logic with in-store systems for real-time eligibility and enforcement.