

MISSION

Create Real-Time Sales Incentives That Move Stores Forward



We delivered a real-time bonus tracking platform that connects sales data to team incentives for smarter motivation and measurable performance gains.

Sales targets are everywhere, but visibility and impact are rare. Too often, store teams chase goals without knowing where they stand. Rocket's "Beat the Target" platform brought sales data to the front lines—showing every store and team member exactly what it takes to earn a bonus. Engagement and performance increased, and incentive alignment became measurable across the organization.



Architecture

Rocket engineered an agile, cloud-native solution that connects live financial data to thousands of endpoints in near real time. Modular AWS services—Lambdas, S3, DynamoDB, and RabbitMQ—power hourly updates to every store. Teams see live target progress, managers monitor performance and leadership gets an always-on view that requires no manual reporting but delivers instant, scalable insight.

"When people can see their progress, they're more motivated to act. Rocket brings that visibility to life, at scale."

—Wells Burke, Rocket CEO



Ready to connect performance and incentive across every store front?

Talk to Rocket about real-time systems that drive results.



KEY TECHNOLOGIES

Real-Time Data Sync

Hourly financial updates securely delivered to more than 25,000 in-store devices.

Incentive Progress Dashboards

Store teams gain visibility from up-to-the-minute target and bonus tracking dashboards.

Cloud-Native Stack

AWS Lambdas, S3, DynamoDB, and RabbitMQ ensure fast, secure delivery.

Scalable Message Delivery

Seamlessly reaches every endpoint—no matter the region or store count.

Agile Collaboration

Rapid iteration with client teams ensures business needs shape every release.

Cross-Region Rollout

Built for phased launches across the US, Canada, and EU, ready from go-live day one.