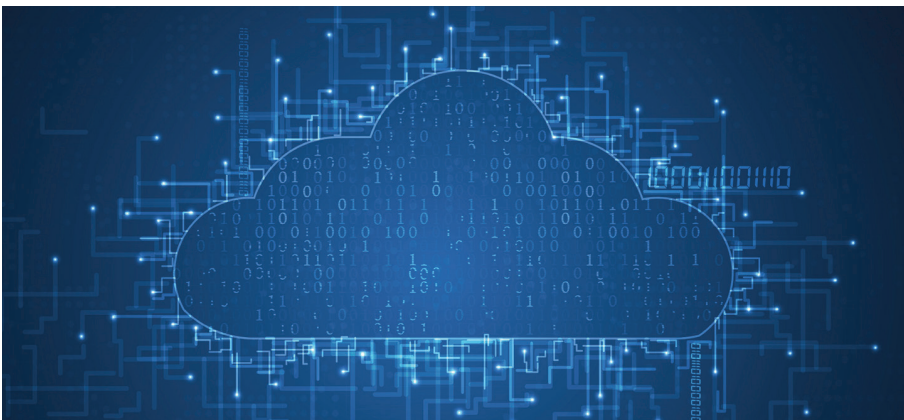


MISSION

Transform Retail Complexity Into Data Clarity

We design modular systems that connect loyalty, pricing, promotions, POS and media—aligning strategy and execution with AI-driven precision.



YOU DON'T NEED A NEW PIECE OF SOFTWARE.

You Need Seamless Execution.

Rocket helps enterprise retailers modernize without starting over. We engineer the connective logic that makes your fragmented stack work—eligibility, pricing, personalization, loyalty, compliance and measurement—built into your systems, not bolted on.

THE RESULT

A unified execution backbone that turns strategy into store behavior—without ripping out platforms or lengthily packaged software implementations. These are custom-built systems that perform under real-world pressure—powered by a cloud-based execution layer that integrates all your data in a consistent package.

We've Solved What Others Skip

From manufacturer-funded loyalty to closed-loop retail media, Rocket solutions with embedded AI decisioning already power more than 15,000+ stores. We work where complexity lives—POS, pricebook, CRM, CDP—and deliver logic that operates cleanly across all of them. This isn't product. It's architecture, designed for execution and engineered for business results.



"We're not a platform. We build custom-coded systems that make all your platforms actually work—together."

—Wells Burke, Rocket CEO

How We Power Retail Execution Across the Stack.

Architecture

Rocket's architecture wraps around your existing stack to orchestrate decisioning, delivery and attribution across every channel. From loyalty to pricing to personalization, we build modular execution layers that incorporate rule-based logic and AI-driven optimization. These layers integrate deeply with POS, enforce business rules, and adapt to the platforms you already run. We make everything talk.

Orchestration Layer for Retail

Manages eligibility, delivery, sequencing and resolution logic using deterministic rules and AI-based dynamic inputs.

POS-Ready Execution Framework

Integrates directly with store systems to inject logic without disrupting the transaction flow.

Consent and Identity Graph

Aligns targeting, permissions, and delivery across CDP, CRM and offer engines.

Offer Logic Abstraction

Keeps reward rules out of the pricebook—so marketers can move fast without vendor rewrites.

Price Stack Injection

Applies discounts and rewards at the precise moment in the transaction lifecycle.

Closed-Loop Attribution

Measures audience response and program impact, even in disconnected or offline environments.

Benefits of Working with Rocket for Your Retail Integration

Real-Time Execution

Respond instantly to shopper data, system triggers and store behavior for smarter offers.

No Platform Overhaul

We work within and around your stack—no migration, no rip-and-replace.

Faster Time to Value

Launch quickly, learn fast and scale cleanly—supported by AI models and human-tuned logic.

Enterprise-Grade Delivery

We understand design for scale, compliance, security and full operational visibility.

Case Study: Circle K Modern Digital Infrastructure

*"Modern retail needs modern infrastructure.
We design the logic that ties it all together."*

Unified loyalty, pricing and promotions into one execution layer

Integrated cloud logic with POS, pricebook and CRM systems

Abstracted offer rules from legacy systems for faster rollout

Enabled brand-funded programs with built-in targeting and compliance

Delivered real-time performance visibility from activation to transaction

Won Circle K CSN's 2024 Technology Leader of the Year award



Stop planning around platform limits. Start executing full speed.

Talk to Rocket about building a backbone that connects strategy to store behavior and outcomes.

