RocketX

INTERNAL BUSINESS CASE

The business case for modern B2B ordering

Prepared for wholesale, distribution, and manufacturing teams evaluating how their buyers place orders.

For companies with $15–300M in revenue and high-volume wholesale ordering

2026 edition

In one page

If you read nothing else: wholesale orders leak in the cart, on the phone, and in the returns bay. This is a proposal to stop that, with the platform proving itself before it costs anything.

The problem	Your buyers assemble orders somewhere nobody on your side can see. Carts die with the browser session, one person builds what six to ten people decide, and the duplicate nobody caught comes back as a return.
What changes	Carts persist and sync live across the web shop and native apps. Reps see live customer carts and can act before one goes cold. The whole buying team edits one order. The cart flags a SKU the account already bought.
Why it is defensible	Unlimited SKUs and unlimited seats, never metered, never a percentage of your revenue. Native iOS and Android apps, not a website in a shell. Standard ERP and CRM connectors included.
What it costs to try	Setup waived on annual plans. Billing starts at go-live, not at signature. A 30 to 45 day pilot with agreed measures before any longer commitment.
The one number to check	Take your monthly abandoned carts, multiply by average order value, and take the share your reps could rescue if they could see them. If that alone does not clear the platform fee, stop reading.

Why this is on the agenda now

B2B purchasing has moved online while overall B2B trade has stayed flat. The growth is not in more buyers — it is in a larger share of the same buyers ordering digitally, and choosing suppliers by how easy that is.

$2.93T U.S. B2B ecommerce in 2025, up 13% while total B2B sales stayed roughly flat	**39%** of B2B buyers will place orders above $500K through digital self-service — up from 28% two years earlier
94% of smartphone time is spent inside apps rather than a browser	**>40%** of revenue at leading B2B organizations is driven or influenced by mobile

The practical consequence: the ordering experience is no longer a back-office system. It is the surface your customers judge you on, and the point at which they decide whether to reorder or call somebody else.

What the current setup usually costs

Most mid-market wholesalers are running one of three things: an aging ERP portal, a general-purpose ecommerce platform bent into B2B shape, or phone-and-email order entry. Each carries a cost that rarely appears as a line item.

Catalog performance	Platforms built for consumer retail slow down at wholesale catalog sizes. Buyers abandon search and call a rep, which converts a self-service order into a staffed one.
Per-seat licensing	Charging per user means the warehouse team, the field reps, and the customer's own staff are rationed. The people who would use the system most are the ones left out.
Percentage-of-GMV fees	Fees tied to order volume mean your platform cost rises exactly as you succeed. Growth is taxed rather than supported.
Implementation drag	Mid-market B2B builds on general platforms commonly run four to eight months or more before launch, with integration work billed throughout.
Manual catalog upkeep	Product data maintained by hand across PDFs, spreadsheets, and the ERP consumes staff time continuously and still drifts out of date.

What RocketX changes

Unlimited SKUs, sub-second search

Whether the catalogue runs to eight hundred SKUs or eight million, filter and order in milliseconds — and never pay by the SKU. Performance other platforms do not match at scale.

Native iOS and Android apps

Purpose-built for B2B ordering, not a wrapped website. Full catalog in the buyer's pocket.

Unlimited seats and users

Every employee, rep, and authorised customer gets full access. No per-user fees, no per-SKU fees, no rationing.

Real-time cart collaboration

Multiple team members work the same cart at once, with every action logged — who, what, when.

Customer-specific pricing

Each buyer sees their negotiated prices, volume breaks, and contract terms automatically.

Live inventory across warehouses

Real-time stock and availability, so buyers stop ordering what cannot ship.

Order directly from PDFs

AI reads existing brochures and catalogs so buyers order straight from them — no re-keying.

Deep ERP and CRM integration

RocketX sits in front of your ERP rather than replacing it. Products, customer-specific pricing and live stock flow out of NetSuite, SAP, Microsoft Dynamics or Epicor; carts, orders and approvals flow back. Standard connectors are included in every plan.

Two entities, two jurisdictions, one answer for each

Security and data review is usually the slowest part of an evaluation, and the usual reason is that a US vendor is trying to explain why European data is fine in America. We avoided that by not doing it.

FOR CUSTOMERS IN THE EUROPEAN UNION

You contract with an EU company

Counterparty
A separate Irish entity, incorporated and operating in the European Union, under EU law.

GDPR
Applies to the engagement directly. You are the controller of your customer and order data; we are the processor, acting on your documented instructions.

Transfer analysis
Your counterparty is an EU company, so the review does not start with a Chapter V transfer question. That is usually where evaluations of US vendors lose a month.

Subprocessors
Disclosed in full, with notice before any change and a contractual right to object.

FOR CUSTOMERS IN THE UNITED STATES

You contract with RocketX LLC

Counterparty
RocketX LLC, the United States entity. Same platform, same commitments, governed where you are.

State privacy law
CCPA and CPRA, and the successor state statutes, are handled through the same written processing terms rather than a separate regime per state.

Security review
Certifications, audit reports and hosting detail are provided on request and attach to the agreement.

Portability
The same export and exit rights as EU customers. Nothing is withheld or downgraded by region.

ATTACHES TO THE AGREEMENT, IN BOTH JURISDICTIONS

- ✓ Data processing agreement, with roles written down
- ✓ Certifications, audit reports and hosting region
- ✓ Retention, deletion and backup policy
- ✓ Current subprocessor list, with change notice
- ✓ Uptime and support commitments, by tier
- ✓ Export in open formats, at any time and on exit

Send this page to whoever runs your security review. If it comes back with a questionnaire, we would rather answer it in week one than in week nine, which is when it usually arrives.

Why the native app matters commercially

A responsive website and a native app are not the same product. For repeat wholesale ordering the difference shows up directly in order frequency.

Reordering is a habit, not a search	Most B2B orders are repeat orders. A browser makes the buyer find a bookmark, load a site, and log in every time. An app is one tap, already signed in — friction removed from every reorder for the life of the account.
A permanent position on the buyer's phone	Your icon sits on the home screen. Competitors have to be searched for and rediscovered.
Push reaches buyers that email does not	Back-in-stock alerts, contract renewals, and reorder reminders arrive directly. Users who opt into push retain at two to three times the rate of those who do not.
The work happens away from a desk	Buyers order from warehouse aisles, loading docks, and trade-show floors. Native camera access means barcode scanning and reorder from a shelf label.
It survives losing signal	Steel-walled warehouses and rural routes kill reception. The catalog, pricing, and cart stay local and sync when the connection returns.

Where the order is actually lost

Most evaluations compare catalogues and checkout. The money leaks somewhere less visible: in the cart, between the moment a buyer starts an order and the moment somebody submits it.

A half-built order is invisible	Roughly 70% of online carts are abandoned across ecommerce, and on most platforms nobody on your side can see one until it becomes an order. A stalled cart looks exactly like no cart at all, so the first time you learn it existed is when it never arrives.
Carts die with the session	Browser carts are tied to a device and a session. A buyer interrupted on the warehouse floor comes back to an empty basket and rebuilds it by phone, or does not bother.
One person builds what six to ten people decide	Gartner puts a complex B2B purchase in the hands of six to ten people. When only one of them can touch the cart, the order is assembled by email and retyped, and it arrives incomplete.
The duplicate nobody caught becomes a return	When colleagues at the same account cannot see each other's orders, the same SKU gets ordered twice. That is the most expensive kind of transaction you can create.
What RocketX does instead	Carts persist server-side and sync live across the web shop and the native apps. Your reps see live customer carts, including what has stalled, and can act before it goes cold. The whole buying team edits one cart with every change attributed. And the cart flags a SKU the account already bought recently, before the order is placed.

How to size this for your business

No two distributors leak value in the same proportions, so the honest version of this page is a worksheet rather than a promise. Substitute your own figures; the arithmetic is deliberately simple.

Carts recovered	Carts started each month × share abandoned × average order value × the share your reps now rescue because they can finally see them.
Returns avoided	Returns each month × the share caused by a duplicate or wrong item × your fully loaded cost per return. Count the labour: a single return consumes the handling of eight to ten normal orders.
Rep hours redeployed	Reps × hours each week spent taking and re-keying orders × loaded hourly cost × 52. Every hour moved out of order entry is an hour available for selling.
Order size	Average order value × the uplift you expect from the full catalogue being searchable in seconds, unlimited seats, and reorder from any device.

What the wait costs

Whatever the four levers add up to, they are annual. A quarter of deliberation costs a quarter of that number, and the leak does not pause while you evaluate. That is the honest argument for starting a pilot now rather than a procurement cycle in six months.

Against those four, set the platform fee and the implementation effort from your proposal. If the first two alone do not clear the cost, the case does not need the other two.

Nothing gets switched off

The usual objection to a platform decision is that it means replacing one. This one does not. RocketX is deployed alongside what you run today, and both keep working.

Your current web shop keeps running	RocketX goes live beside it, not on top of it. Nothing is decommissioned to make room, and no catalogue has to be migrated before anyone can place an order.
Your buyers choose, not you	Some move to the app in the first week. Some stay on the shop they already know. Both produce orders that land in the same ERP, in the same format, on the same terms, so nothing downstream has to change.
No cutover weekend	There is no migration window and no order freeze. The failure mode that makes these projects frightening - a bad Sunday with the phones ringing on Monday - is not on the table, because there is nothing to cut over from.
Adoption becomes evidence	Because both run at once, you can watch which one your buyers actually use. That is a better argument for or against us than anything in this document.
Retire the old system later, or never	Nothing in the agreement sets a date for turning it off. If it still earns its keep in three years, keep it running.

This is also the cheapest way to be wrong about us. If the pilot does not work, you switch nothing off, you have lost no orders, and the fallback is the system you were already using.

How the commercial terms reduce risk

The structure of the agreement is designed so the platform proves itself before it costs anything. No figures are quoted here — current pricing is on the website and in your proposal.

Flat fee, never a percentage of GMV	Platform cost does not rise because your order volume did. Growth is not taxed.
Unlimited SKUs and seats included	Nothing is metered. No per-user or per-SKU pricing to negotiate, or to ration as the catalogue and the team grow.
Setup and integration fee waived on annual plans	The implementation cost that usually front-loads these projects is removed.
Billing starts at go-live, not at signature	You pay nothing until the platform is live and delivering value.
30–45 day pilot with joint ROI review	A defined evaluation window with agreed measures, before a longer commitment.
Native apps and standard integrations included	Not sold as add-on modules on top of a base licence.

What implementation looks like

01 **1. Stack audit**

We map the existing catalog, pricing rules, ERP, and order flow, and identify what has to move and what stays.

02 **2. Integration**

Two-way sync is built against your ERP and CRM. Standard connectors cover the major systems; anything beyond standard scope is quoted as a defined block of work.

03 **3. Catalog ingestion**

Existing PDFs, brochures, and product data are read in. No manual re-keying of the catalog.

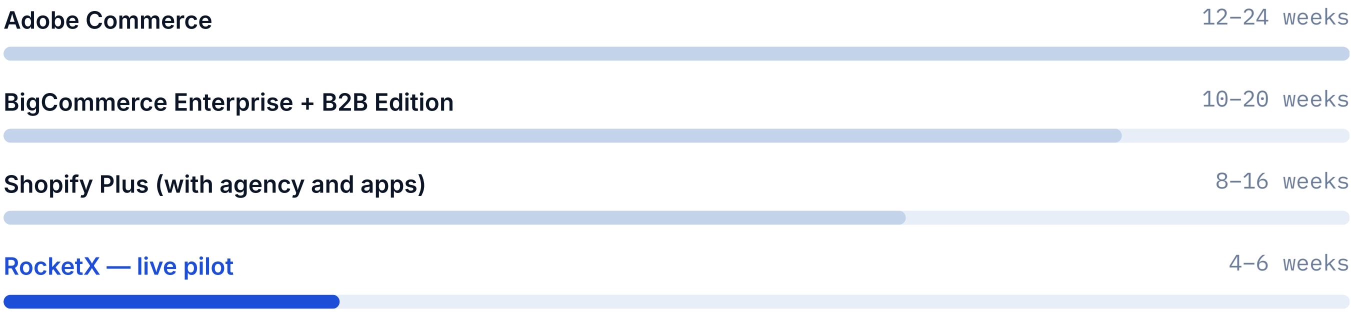
04 **4. Pilot**

A 30–45 day live pilot with a defined buyer group and agreed success measures.

05 **5. Go-live and review**

Full rollout, with a joint ROI review against the measures agreed at pilot.

How long before anyone actually uses it



Competitor figures are typical mid-market benchmarks to go-live from 2026 platform and agency guides; scope moves them either way and ERP work is where they most often overrun. The RocketX figure is to a live pilot with a defined buyer group, not full rollout. On the alternatives billing usually starts well before anyone places an order. On ours it starts at go-live.

Where we are not the right fit

Every vendor says they are right for you. Here is the short list of times we are not, so that it surfaces now rather than in month two of an implementation.

You sell mainly to consumers	RocketX is built for wholesale ordering: negotiated pricing, contract terms, buying teams, reorder. If most of your revenue is direct to consumer, a general commerce platform will serve you better and cost less.
Your catalogue is small and your orders are simple	A few dozen SKUs and single-line orders do not need this. You will pay for capability you never touch.
You want a full ERP or WMS replacement	We sit in front of your systems of record, not instead of them. If the actual project is replacing the ERP, this is the wrong conversation, and we will say so.
You have no ERP and no plans for one	Much of the value here is two-way sync with a system of record. Without one, you are buying an ordering front end with a manual back end.
You need it live in two weeks with no audit	We start with a stack audit for a reason. Skipping it produces the six-month implementations this document criticises.

Questions worth asking any vendor

- ? Does the platform fee change as our order volume grows?
- ? Can our reps see a customer's cart before it becomes an order?
- ? Does a cart survive a closed browser, a flat battery, a change of device?
- ? Can several people at the same customer build one order together?
- ? Will the system warn us when the same SKU was already ordered recently?
- ? Are field reps and our customers' staff charged as seats?
- ? What is the search response time at our actual catalog size, not a demo catalog?
- ? Are the mobile apps native, or a website in an app shell?
- ? Does the catalog work when a buyer has no signal?
- ? When does billing start — at signature or at go-live?
- ? What happens to our data and integrations if we leave?

Next step

A personalised demo against your own catalog, a short stack audit, and a low-risk pilot with measurable results within weeks.

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SOURCES

Digital Commerce 360 / U.S. Department of Commerce for B2B ecommerce totals and growth. Baymard Institute for the cart-abandonment rate, averaged across 50 studies (2006-2025); that figure covers all ecommerce and is not segmented for B2B. Gartner for the size of the buying group on a complex B2B purchase. Return-handling effort per the B2B E-commerce Association's distribution benchmarks. McKinsey B2B Pulse, ninth annual survey of 3,942 B2B decision makers across 13 countries, for digital order values. Sensor Tower, State of Mobile 2026, for share of smartphone time outside the browser; this figure covers all smartphone use, not B2B ordering specifically. Boston Consulting Group with Google, “Mobile Marketing and the New B2B Buyer” (2017), for mobile's share of B2B revenue. Airship retention benchmarks for push opt-in. Implementation timelines reflect 2026 market benchmarks for mid-market B2B builds and vary by scope.