RocketX

The business case for modern B2B ordering

FOR WHOLESALE AND DISTRIBUTION COMPANIES WITH $15–300M IN REVENUE

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, in a browser tab they have to find and log into every time - while the work itself happens on a phone, in an aisle, at a loading dock. Carts die with the session, one person builds what six to ten people decide, and the duplicate nobody caught comes back as a return.
What changes in the cart	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 one goes cold. The whole buying team edits one order, every change attributed. And the cart flags a SKU the account already bought recently, before the order is placed.
What changes on the buyer’s phone	Your catalogue sits on the home screen, one tap from a reorder and already signed in, rather than behind a bookmark and a login. Push brings buyers back when stock returns or a contract is due, where email gets filtered. Barcode scanning reorders straight from a shelf label, and the catalogue is cached, so an aisle with no signal is still an aisle that can order. Your print brochures, product video and other rich content ride along in the same app, so the showroom material is with the buyer when the conversation happens. Native iOS and Android, not a website in a shell. Reordering stops being an errand and becomes a habit, which is where repeat revenue actually comes from.
Why it is defensible	Unlimited SKUs and unlimited seats, never metered, never a percentage of your revenue. Standard ERP and CRM connectors included, with RocketX sitting in front of your systems of record rather than replacing them - and running alongside your existing web shop, so nothing is switched off.
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-percent test	Set the platform fee in your proposal against one percent of your annual sales - or against the margin on one percent, if you prefer the conservative version. The only question left is whether better ordering is worth more than that to you. If it is, the rest of this document is detail rather than persuasion.

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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