

MISSION

Build Seamless Azure-Native Retail Cloud Orchestration

We built a modular, Azure-native backbone that decouples legacy retail systems and powers new digital services at global scale through modular implementation.



Enterprise retailers struggle under fragmented technology stacks that slow innovation. Rocket built and deployed a modular orchestration layer entirely on Azure—enabling speed, resilience and region-specific adaptability at scale, without the disruption, cost or risk that comes with replacing an entire stack in one move. This architecture keeps systems running while unlocking new capabilities.



Architecture

Rocket's Azure-native orchestration layer uses Event Grid, Service Bus and Functions to connect legacy POS, loyalty and pricing systems with new cloud-native services. The platform supports incremental deployment, regional customization, and multi-zone compliance, all while operating as the central integration and execution backbone.

"Azure allows us to deploy modernization as an upgrade path, not a rebuild."

—Wells Burke, Rocket CEO



**Ready to unlock new capabilities
without replacing your stack?**

Let Rocket architect your Azure-native retail backbone.



KEY TECHNOLOGIES

Event-Driven Processing

Azure Event Grid triggers business logic instantly across all connected services and applications.

Service Bus Integration

Reliable message delivery between legacy platforms and modern cloud-based systems.

Azure Functions

Scalable serverless execution for high-volume, real-time retail events at any location.

Regional Logic Overlays

Localized rules for pricing, offers and compliance across multiple operating regions.

API-First Architecture

Consistent data contracts for stable, repeatable integrations across the enterprise.

Compliance Zone Deployment

Built for global scale with strict regulatory and governance alignment.