

The Rootstock Difference

When 90% of ERPs do the same thing,
it's the last 10% that matters most



Introduction

Let's be honest: no one wakes up excited about an ERP project. It's one of the most significant technology decisions a company can make, and the process of evaluating, implementing, and adopting a new system is rarely something anyone looks forward to. To make matters more frustrating, the vast majority of ERP solutions on the market do essentially the same thing. They manage orders, track inventory, run production, and handle financials. On the surface, they're interchangeable.

So why would you choose one over another? Because while 90% of ERPs deliver similar functionality, the remaining 10% is where everything that actually matters to your business lives: how the system adapts to you, how it supports your growth, and whether the people behind it genuinely care about your success.

This white paper is for the companies asking the right question: if every ERP checks the same basic boxes, what makes one worth the investment over another? The answer is Rootstock, and the reasons go far beyond features.





An ERP That Adapts to Your Business, Not the Other Way Around

Most ERP systems are built on a simple premise: here is our process, now conform to it. That works fine for companies with straightforward operations and no desire to differentiate. But for companies whose competitive advantage lives in the unique way they do business, that rigidity becomes a liability. The moment your ERP forces you to abandon the processes that set you apart, it stops being a tool and starts being a constraint.

Rootstock takes the opposite approach. Built natively on the Salesforce Platform, Rootstock leverages the power of Salesforce Flows, a visual, declarative workflow engine, to allow your ERP to be configured around your exact business processes. This is not about bolting on workarounds or writing complex code. It's about using a proven, enterprise grade platform capability to shape the system to the way you already operate.

Your competitive advantage should stay your competitive advantage. We build around you, not the other way around.

It's important to clarify what this means in practice. Configuration through Salesforce Flows is not the same as heavy customization. This is not an invitation to spend months writing custom code or building fragile integrations. Flows are built visually with clicks, not code, and they're maintained and upgraded as part of the Salesforce Platform. The result is a system that fits your business precisely without the technical debt, ongoing maintenance burden, or upgrade headaches that traditional customization creates.

And here's a point that often surprises people: this level of configurability does not mean a higher price tag. Because Flows are a native platform capability, configuring Rootstock to match your workflows does not require expensive professional services engagements or licensing add ons. You get a system that fits your business without paying a premium for the privilege.



Complete Coverage, Right Out of the Box

While Rootstock's configurability is a differentiator, it's equally important to know that you don't have to configure anything you don't want to. For companies with more straightforward operations, Rootstock delivers full ERP functionality out of the box with nothing extra to build or piece together.

The platform covers all core functionality a product-centric organization considering Rootstock would need: Sales Order Management and Customer Service through Salesforce, plus Order Management, Inventory, Supply Chain Planning, Financials, Production, Engineering, and Field Service.

Whether you need every bell and whistle or just a clean, reliable ERP that handles the fundamentals, Rootstock meets you where you are.



An AI-Led ERP, Powered by Salesforce

The future of ERP is intelligent, and Rootstock is leading that charge. As an AI-led ERP, Rootstock is actively working toward agentic ERP capabilities that will transform how companies interact with their systems, moving from manual data entry and reactive decision-making to proactive, AI-driven operations.

What makes Rootstock's AI position uniquely powerful is the platform behind it. Built on Salesforce, Rootstock benefits directly from Agentforce and the billions of dollars Salesforce invests annually in AI research and development. This is not a startup bolting AI onto an aging architecture. This is an ERP that sits on top of the most advanced enterprise AI platform in the world, with a clear roadmap toward capabilities that will redefine what an ERP can do for your business.

When Salesforce advances AI, Rootstock advances AI. That is the power of platform alignment.





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The Power of the Salesforce Platform

Being built natively on Salesforce delivers advantages that extend well beyond AI. For organizations already running Salesforce CRM, Rootstock creates a unified data environment where your ERP and CRM data live in one place. That means every team, from sales to operations to finance, is reading the same real time data. No middleware. No overnight batch syncs. No conflicting reports. Just one source of truth.

This connectivity also creates a clean, comprehensive data foundation, which is essential for any organization looking to leverage AI effectively. You can't get intelligent insights from fragmented data, and with Rootstock on Salesforce, fragmentation is not an issue.

Beyond data, the Salesforce Platform brings enterprise grade security, a continuous innovation cycle that delivers multiple major releases per year, and an ongoing stream of technology advancements that Rootstock customers benefit from automatically. And there's the user experience: Salesforce's familiar, intuitive interface means shorter adoption timelines and less resistance from teams. Many of your employees likely already know how to navigate Salesforce, and for those who don't, the learning curve is minimal.

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A Partner, Not a Vendor

With Rootstock, you get the backing and stability of a platform powered by a multi-billion dollar company, combined with the personal attention and care of a team that treats every customer like family. That is a rare combination in enterprise software.

Rootstock is not a vendor that disappears after the contract is signed. We are a partner that takes the time to understand every aspect of your business and stands shoulder-to-shoulder with you long after go live. Your success is not a metric on a dashboard; it is the reason we come to work every day.

This commitment is backed by real resources. The Root Group, a customer-led user community for Rootstock ERP, gives you direct access to peers, best practices, and a voice in the platform's evolution. Dedicated Technical Account Managers are available at your disposal to ensure you always have an expert in your corner. You are never a small fish in a vast ocean with Rootstock. You are a valued partner whose success drives ours.

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You Don't Have to Be the Expert. We Already Are.

One of the biggest concerns companies have when evaluating an ERP is whether their team has the technical depth to make it work. With Rootstock, that concern goes away. Our team serves as your subject matter and industry experts, guiding you through every step of the process from initial evaluation through go live and beyond.

Rootstock's team brings over 20 years of ERP and implementation expertise to every engagement. We have seen what works, what doesn't, and what makes the difference between an ERP project that transforms a business and one that merely replaces the old system. That knowledge is yours from day one, so your team can focus on running the business while we handle the complexities of getting your ERP right.





Implementation Without the Pain

ERP implementations have a reputation for being disruptive, drawn out, and stressful. Rootstock is committed to changing that narrative. Our world class Professional Services team has refined a proven implementation methodology designed to minimize disruption and accelerate time to value.

From structured project planning to hands on guidance at every milestone, Rootstock's implementation approach ensures your team is supported, informed, and confident throughout the process. We do not just deploy software. We help you build a foundation for long-term operational success.



A Platform Built for the Future

Perhaps the most compelling reason to choose Rootstock is one that pays dividends for years to come: you will never need to replace it. Built on Salesforce, Rootstock delivers a platform that scales effortlessly as your business grows. Whether you are adding new product lines, entering new markets, or multiplying your transaction volume, the platform expands with you without the need for re implementation.

More importantly, Rootstock is future proof in every sense. Because Salesforce is continuously innovating across AI, automation, analytics, and platform infrastructure, your ERP evolves alongside the most cutting-edge enterprise technology in the world. You are not buying a system that will become obsolete. You are investing in a platform that gets better every year.

This is the last ERP you will ever need.



We understand that an ERP project is not something anyone takes lightly. It's a major investment of time, money, and organizational energy. And when so many ERPs look the same on paper, it can feel impossible to know which one is truly worth that investment.

Rootstock is different. Not because we claim to have features our competitors lack, but because of how we deliver them: on a platform that adapts to your business instead of constraining it, backed by a team that treats your success as personal, powered by the most advanced enterprise technology ecosystem in the world, and built to grow with you no matter where the future takes your business.

The question is not whether you need an ERP. The question is whether you are willing to settle for one that forces you to compromise. With Rootstock, you do not have to.

Ready to see what Rootstock can do for your business?

Visit rootstock.com or contact our team to start the conversation.



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Rootstock Software provides the leading ERP for product companies, empowering manufacturers, wholesalers, and distributors to turbocharge their operations. Natively built on the Salesforce Platform, Rootstock is a modern, future-proof ERP with a fresh user experience. Users appreciate Rootstock's focus on customer success and its AI capabilities that offer a human-first approach. IT teams value Rootstock's platform as it minimizes the need to coordinate complex customizations and third-party integrations. All of these factors have contributed to delighted customers.

To learn more visit rootstock.com

