

# Rootstock Software Named an ERP Leader for Fourth Consecutive Year in Nucleus Research's 2025 Value Matrix

*Rootstock earns top ranking for its AI-powered, decision-ready ERP—purpose-built for product companies on the Salesforce Platform*

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Rootstock Software today announced it was recognized as a Leader in the [Nucleus Research's SMB ERP Technology Value Matrix 2025](#)—the fourth consecutive year the company has earned this top ranking. This honor reflects Rootstock's continued strength in delivering a product-centric ERP that combines advanced AI,



Rootstock Manufacturing ERP Logo

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With embedded AI and strong vertical alignment, Rootstock continues to lead the evolution of ERP.”

*Charles A. Brennan, Nucleus Research*

real-time insights, and deep alignment with the manufacturing industry. Built on the Salesforce Platform, Rootstock empowers mid-sized manufacturers to streamline operations, adapt to market volatility, and scale with confidence— all while continuing to evolve its roadmap based on customer input.

“Earning this recognition for a fourth year reflects our consistency in staying ahead of what manufacturers truly

need,” said Rick Berger, CEO of Rootstock Software (<https://www.rootstock.com/salesforce-erp/>). “Our ERP is engineered to deliver agility, visibility, and intelligence for product companies. Whether it's navigating global tariffs or optimizing production with embedded AI, we're helping manufacturers convert real-time supply and demand signals into smarter decisions and faster actions.”

“SMBs are no longer looking for static ERP systems; they need platforms that think, act, and scale with them,” added Charles A. Brennan (<https://nucleusresearch.com/?team=charles-brennan>), Analyst at Nucleus Research. “Rootstock stands out by delivering on this vision. With embedded AI agents, predictive analytics, and deep vertical alignment, Rootstock enables real-time decisions. Its Salesforce-native foundation enhances usability and integration, while innovations like Tariff Management and AIRS showcase the evolution of ERP from record-keeping to

intelligent operations. That's why Rootstock continues to earn its place as a Leader in the Value Matrix."

Rootstock's recent advancements reflect this forward momentum and reinforce its position at the forefront of ERP innovation:

- [TARIFF MANAGEMENT CENTRAL](#) – A comprehensive ERP module designed to help manufacturers respond swiftly to global tariff shifts. It includes tools for landed cost tracking, supplier rebalancing, pricing simulations, and inventory planning—plus a roadmap to an AI-powered tariff agent for even greater automation and speed.
- AIRS™ (AI from Rootstock) – Embedded AI functionality within operational workflows, such as Quick Orders, delivers predictive product recommendations and enhances supply chain visibility.
- SPRING '25 UX ENHANCEMENTS – A sweeping user experience upgrade across 200+ Lightning pages, delivering streamlined navigation, reduced clicks, and unified 360° views of business data.
- THE ROOTSTOCK IDEA FACTORY – A customer innovation portal that allows users to submit, vote on, and track product ideas—ensuring the roadmap evolves in lockstep with real-world customer needs.
- [ERP AGENTS](#) – Early-stage AI agents that unify ERP and CRM data to automate core tasks like procurement, scheduling, and material requirements planning (MRP) are accelerating decisions and reducing manual effort.

A free excerpt of the 2025 SMB ERP Value Matrix is available for download:

<https://clouderp.rootstock.com/erp-software-value-matrix>

#### ABOUT NUCLEUS RESEARCH

Nucleus Research (<https://nucleusresearch.com/>) is a global leader in ROI technology research. Through a case-based approach, it provides research streams and advisory services that enable vendors and end users to quantify and maximize the return from their technology investments. For more information, visit [NucleusResearch.com](https://NucleusResearch.com) or follow its latest updates on LinkedIn.

#### ABOUT ROOTSTOCK

Rootstock Software (<https://www.rootstock.com/>) provides the leading ERP for product



companies, empowering manufacturers, wholesalers, and distributors to turbocharge their operations. Natively built on the Salesforce Platform, Rootstock (<https://www.rootstock.com/manufacturing-erp-software/>) 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. As Rootstock continues to grow, stay tuned to the company's latest LinkedIn posts (<https://www.linkedin.com/company/2389168/admin/feed/posts/>).

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