Rootstock Software Partners with Fast Slow Motion to Help Product Companies Modernize ERP

New referral partnership connects product companies with Rootstock's enterprise-grade ERP to help modernize manufacturing and distribution operations



Rootstock Cloud ERP Logo



Fast Slow Motion logo

SAN RAMON, CA, UNITED STATES, September 23, 2026 / EINPresswire.com/ -- Rootstock Software, a recognized leader in cloud ERP for product companies, today announced a new referral partnership with Fast Slow Motion (FSM), a technology consulting firm that helps growing businesses improve processes, automate workflows, and get more value from their technology investments. Through the partnership, FSM will refer prospective customers with ERP needs to Rootstock, helping product companies—including manufacturers, distributors, and sellers of physical goods—modernize ERP and better connect and streamline customer-facing and operational processes.

> Rootstock ERP is built for product companies, making it a strong fit for our clients whose operations depend on balancing supply and demand across manufacturing and distribution."
>
> *Jeff White, President at Fast Slow Motion*

For many product companies, CRM, ERP, and other business systems have existed in separate silos, creating manual handoffs, duplicate processes, and gaps in visibility across the business. Product companies need help bringing these systems and processes together so their orders can move smoothly from sales through production and fulfillment.

Toward this end, Fast Slow Motion brings expertise in platform strategy, enterprise architecture, automation, and business process design. Rootstock (https://www.rootstock.com/manufacturing-erp-software/) provides a leading ERP spanning

manufacturing, supply chain, inventory, and financial management.

“ERP is increasingly a platform decision, and the market around it is becoming more ecosystem-driven,” said Andy Brabender, Chief Revenue Officer at Rootstock Software. “As product companies modernize, they’re looking beyond features to the data, AI, security, and flexibility that underpin their broader technology strategy. This referral strategy helps Rootstock reach more of the right companies through trusted advisors already guiding those decisions.”

Founded in 2014, FSM has built a strong track record helping growing businesses design, implement, and optimize technology around the way they truly operate. Its approach emphasizes practical solutions, streamlined processes, and measurable business value.

“Growing companies need an ERP with functional depth, but they also value flexibility to support their unique processes,” said Jeff White (https://www.fastslowmotion.com/our-team/), President of Fast Slow Motion. “Rootstock offers the right mix of enterprise-grade ERP capabilities, security, and AI extensibility—all delivered with personalized service and attention. Rootstock ERP is built for product companies, making it a strong fit for our clients whose operations depend on balancing supply and demand across manufacturing and distribution.”

“Fast Slow Motion stands out because its consultants understand both the technology and business needs of the product companies they serve,” said Peter O’Rourke ((https://www.linkedin.com/in/porourke/), SVP of Sales at Rootstock. “FSM combines technical depth with a pragmatic, customer-focused approach, putting its team in a strong position to recognize when a client’s operational needs call for a dedicated ERP solution. As a referral partner, FSM can then connect those clients with Rootstock’s expert ERP team at the right time.”

ABOUT FAST SLOW MOTION

Founded in 2014, Fast Slow Motion (FSM) is a business consulting firm that helps growing organizations build scalable operations through Salesforce, HubSpot, and Claude Services. As a top-tier partner with both Salesforce and HubSpot, FSM combines business consulting, enterprise architecture, and technology delivery through The Scalable Business Framework™, its proprietary methodology for aligning people, processes, technology, data, and governance. The company has completed more than 3,000 projects for over 1,600 clients, helping organizations improve operational performance, accelerate growth and prepare for an AI-powered future. Learn more at https://www.fastslowmotion.com/.

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 (https://www.rootstock.com/salesforce-erp/), 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. 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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