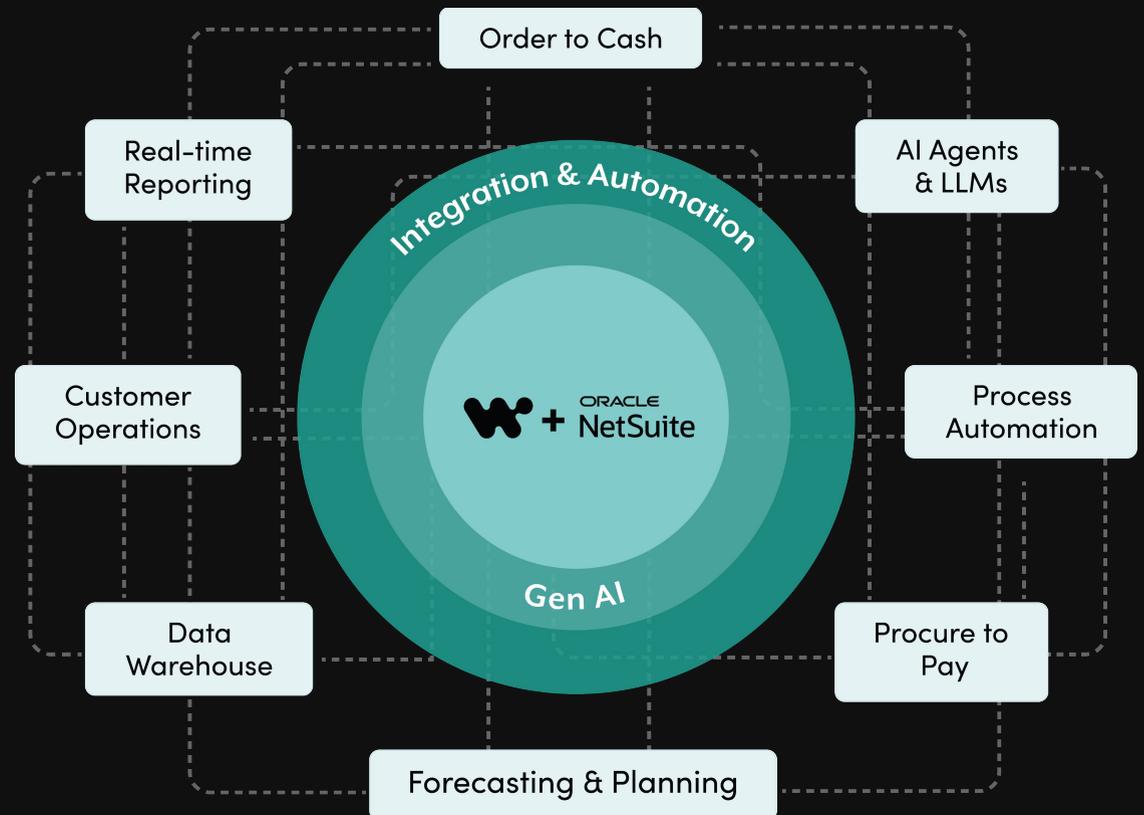


Build Autonomous Finance Operations on NetSuite



Contents

Chapter 1: NetSuite and Salesforce Automations

As a leading Enterprise Resource Planning (ERP) solution, Netsuite touches numerous business processes across finance, HR, supply chain, and customer relations.

[Read More](#)

Chapter 3: Innovating Safely with AI

In a modern world of rapid change, economic uncertainty, and fierce competition, it is more important than ever to invest in automation as a foundation for efficiency, compliance, and ongoing transformation.

[Read More](#)

Chapter 2: End-to-End Finance Orchestration

Workato pushes the boundaries of iPaaS by helping customers move beyond simple integration to full orchestration as their business grows.

[Read More](#)

Chapter 4: Customer Stories

In today's fast-paced, data-driven world, companies are increasingly relying on automation to streamline operations, drive efficiency, and enable strategic growth.

[Read More](#)

Conclusion

As companies scale, traditional processes like contract reviews, vendor onboarding, and expense management become increasingly complex and can no longer be sustained by simply adding more employees.

[Read More](#)

Foreword

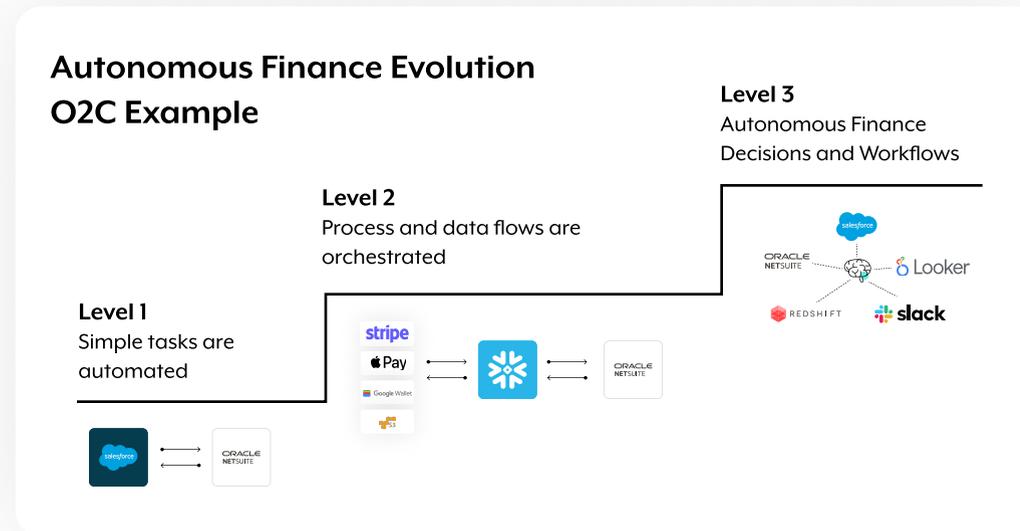


MIKE HARRINGTON
Workato Finance Domain Expert

Modern companies are either experiencing rapid growth or preparing for future growth. The people, processes, and technology surrounding the finance function are vital to these charters. I have dedicated the past 20 years of my career to building best-of-breed finance SaaS systems to streamline critical operations like quote-to-cash, procure-to-pay, record-to-report, and more. These efforts empower world-class finance organizations to scale with the growth of their business.

The faster a company grows, the more pressure is applied to the existing processes like reviewing new contracts, onboarding more vendors, paying more expense reports, and all other workflows required to keep the business operating. Adding employees and software is a natural starting point, but eventually, gaps surface. Real scale requires automation.

This evolution of finance automation can be organized into three levels to demonstrate the maturity and complexity of the project effort.



Automating repetitive, routine tasks removes the risk inherent to manual steps and drives efficiency in time-intensive processes like closing the books, procurement cycles, and contract processing. End-to-end orchestration minimizes the time it takes to bill customers, recognize revenue, and onboard vendors. The data generated from Level 1 and Level 2 automations naturally enhances the quality of your source systems, laying a solid foundation for the reliability and accuracy required to execute Level 3 autonomous processes with AI and machine learning.

Finance functions must keep up with the strategic ambition of the enterprise. The approaches outlined here are designed to help modernize the finance systems that power your business.

CHAPTER 1:

NetSuite and Salesforce Automations

Today's average company "may use anywhere from 1,500 to 3,000 different SaaS apps" (Forbes), many of those being leveraged by sales, revenue, and finance teams. With such immense tech stacks, it is imperative for successful companies to orchestrate work across their entire organization by utilizing integration and automation.

Every organization has to start somewhere, and oftentimes connecting Netsuite with a Customer Relationship Management (CRM) software, such as Salesforce, is a top priority. For many companies, this is an ongoing effort that is crucial for managing revenue, reducing risks in compliance and reporting, and enabling growth.

Orchestration platforms, like Workato, are uniquely positioned to streamline disparate systems and reduce the total cost of ownership.

A Workato recipe is a set of actions designed to automate workflows.

Every recipe begins with a trigger, an event that initiates the sequence of actions defined in the recipe. For example, a trigger could be a new opportunity closed in Salesforce. Following the trigger, the recipe executes a series of actions, such as creating a sales order in NetSuite. Recipes can also be callable, meaning that they can be invoked by other recipes, thereby enhancing reusability and standardization across workflows. All in all, Workato recipes help streamline processes and reduce manual effort.

Sample Workato Recipe

Trigger



New/Updated Account in Salesforce

Action



Search account in Netsuite



IF Internal ID not present in Netsuite

Yes

No



Search subsidiaries in Netsuite

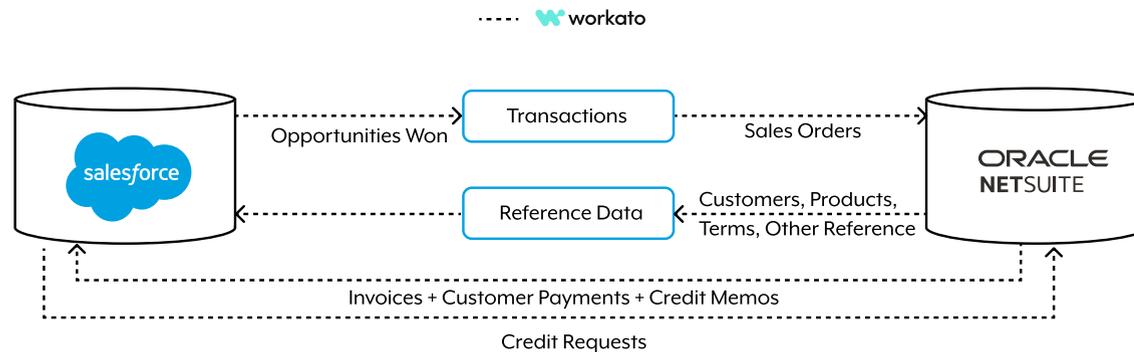


Add customer in Netsuite

Integrating NetSuite and Salesforce makes automation possible across systems to execute core processes such as order to cash and data synchronization. By connecting these systems, companies can achieve more speed and fewer errors in their Configure Price Quote (CPQ) processes, leading to faster and more accurate sales cycles because sales teams can always access current product descriptions, pricing, and lead times breaking down data silos across sales, finance, operations, customer support, and legal departments.

Automations like the one depicted below provide real-time sales visibility, which enhances the customer experience by enabling timely and accurate responses to customer inquiries. It supports timely reporting, ensuring that financial data is correct and readily available for decision-making.

Automated CPQ and Data Synchronization



Credit Requests

Sales to kick off credit requests to integrate into ERP to create Credit Memos

Initial Integration

Opportunities won trigger integrations to sales orders

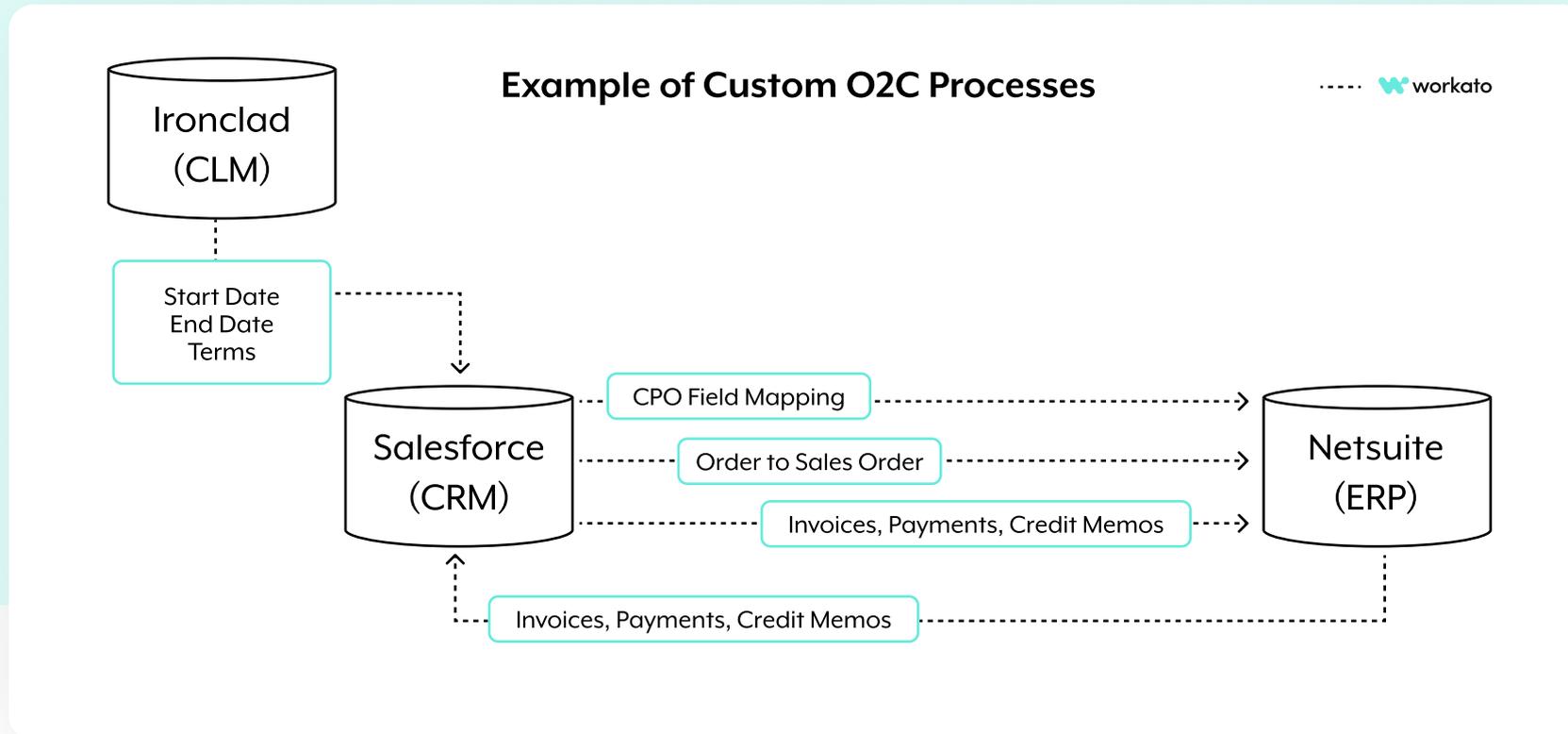
Reference Integrations

Variable list data needs to be synchronized between systems to prevent recurring errors.

Sales Visibility

Providing ERP transaction details back to the CRM for sales user visibility

The dashed lines and arrows in the graphic above illustrate how Workato powers the integration between Salesforce and NetSuite. The data flow begins with opportunities won in Salesforce, which triggers the creation of sales orders in NetSuite. While those processes are occurring, a Salesforce-NetSuite integration via Workato can synchronize the reference data within both systems to ensure data unification within their reporting, essential for comparing their business processes, providing complete visibility and instantaneous action while reducing manual errors.



Workato's orchestration platform enables endless possibilities for integration and automation. The diagram below depicts a custom process for automating the order-to-cash (O2C) cycle, integrating Ironclad, Salesforce, and NetSuite. Ironclad, a contract lifecycle management platform, sends contract details such as start date, end date, and terms to Salesforce to initiate the process.

Within Salesforce, contract details are mapped through the CPQ field mapping to enable accurate sales order creation. Then, the generated sales order is sent over to NetSuite for further processing for downstream processes, including invoice generation, payment tracking, and the issuing of credit memos. Those are then fed back into Salesforce for visibility. The process is automated and facilitated by Workato, ensuring seamless integration, real-time updates, and error reduction across systems, streamlining the O2C process from contract creation to financial management.

CHAPTER 2:

End-to-End Finance Orchestration

Workato pushes the boundaries of Integration Platforms as a Service (iPaaS) by enabling seamless transitions from simple integrations to autonomous finance operations as their business grows. Connecting systems like CRM and ERP is just the beginning. Workato can integrate any system and orchestrate any process to optimize billing, revenue recognition, procurement, financial planning and analysis (FP&A), and everything in between.

Orchestrate Automations Across Finance

Source to Pay

Order to Cash

Record to Report

General Accounting

Treasury

FP&A

Tax

Fixed Asset Accounting

Visit workato.com/editions/finance to explore more resources.

You can execute integrations and automations with your ERP within hours with Workato. This is revolutionary compared to the days or even months required by alternative tools that don't work well with your custom fields and processes.

By accelerating finance project delivery, you unlock bandwidth, allowing them to focus on high-impact, strategic projects that would otherwise remain stuck in the backlog. Once baseline NetSuite field mappings are complete, companies often prioritize syncing data between payment processing systems and cloud storage in data warehouses, enabling real-time reporting and more effective financial modeling. With more time freed up, many finance organizations are beginning to explore autonomous finance.

Finance organizations and the technical teams who support them use Workato to close the books exponentially faster.

Workato reduces the time and manual effort required for fiscal periods such as month-end close.

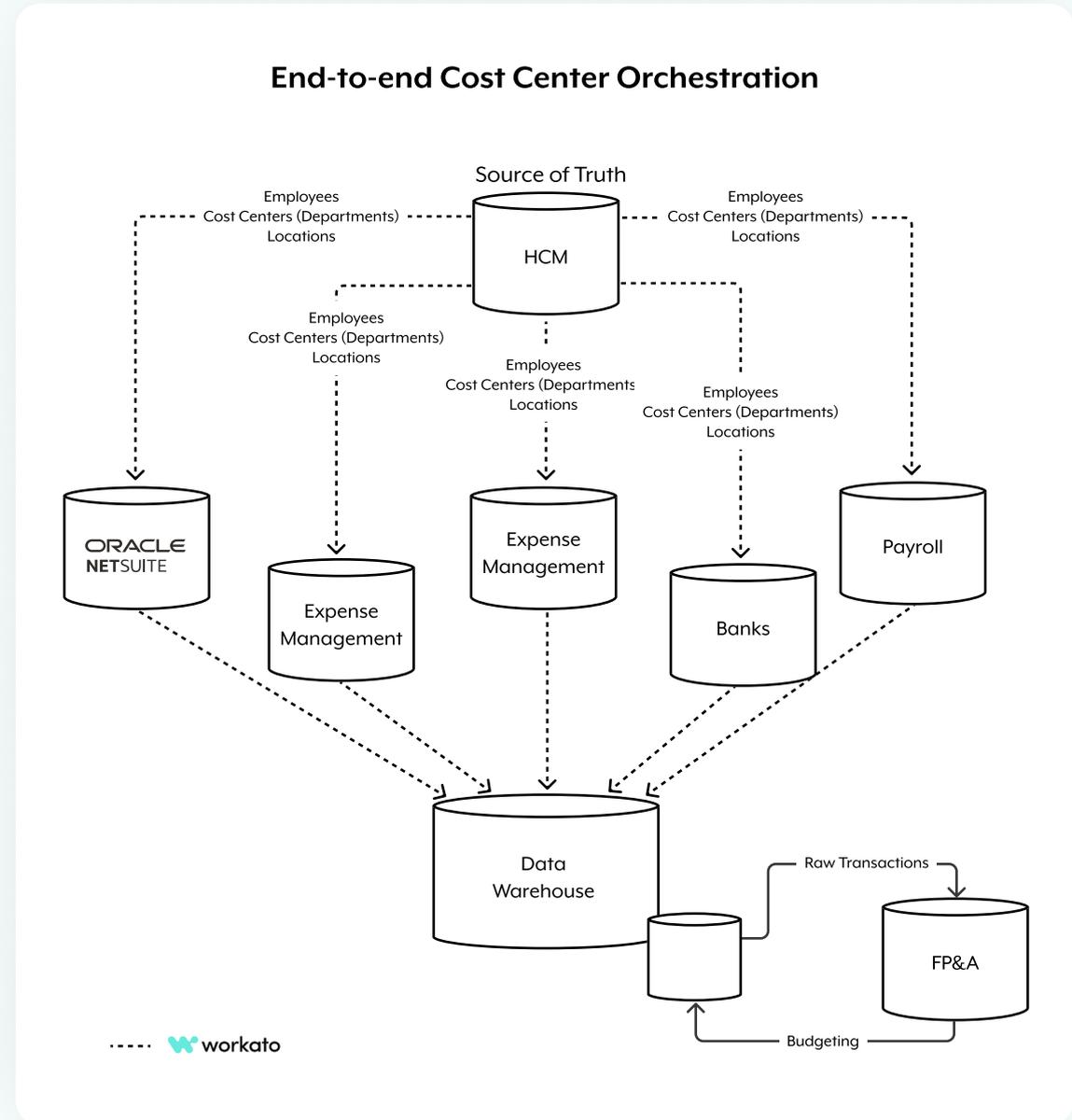
Some examples include automating the matching process for cash reconciliation by integrating bank statements, payment processors' data, and NetSuite transaction details.

Automation speeds up the reconciliation process, minimizes errors, and frees finance staff to focus on more strategic tasks. Workato's ability to handle complex data transformations and provide real-time updates ensures that financial reports are accurate and up-to-date, further streamlining the GL closing process. This results in a faster, more efficient month-end close, allowing finance teams to allocate their time to higher-value activities.

The diagram to the right depicts a powerful example of leveraging orchestration to manage cost centers while limiting expenses and enhancing efficiency, visibility, and control over company-wide spending. Workato enables organizations to break down their financial data into more granular segments, increasing from a few departments to hundreds of cost centers. This granularity allows for better tracking and management of expenses across various departments and sub-departments.

Workato works across your financial systems.

This integration ensures that financial data is always up-to-date, enabling finance teams to make informed decisions quickly and operate leaner without sacrificing quality. Projects optimizing cost centers help control expenses and provide the CFO and other stakeholders with dynamic dashboards that display key financial metrics, thereby improving overall financial governance and strategic planning.



CHAPTER 3:

Innovating Safely with AI

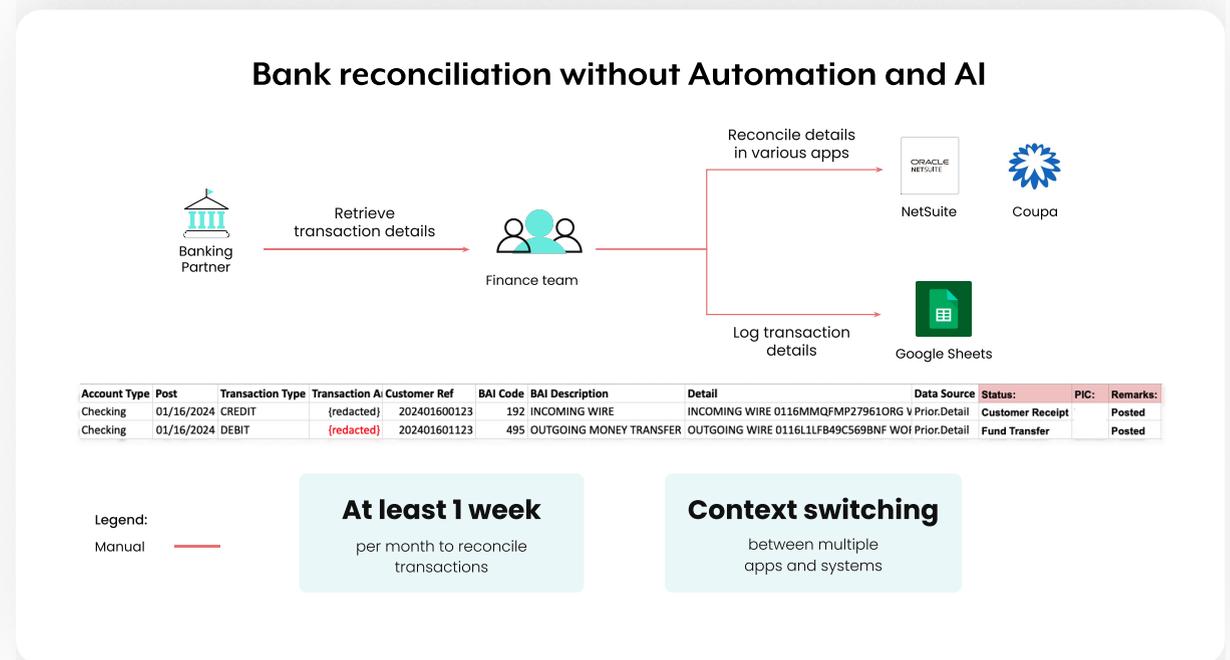
In a modern world of rapid change, economic uncertainty, and fierce competition, investing in automation as a foundation for efficiency, compliance, and ongoing transformation is more important than ever.

50% of CFOs are experimenting with AI to upskill their organization and upgrade their capabilities.

Gartner 2024

With the rise of generative AI, it is essential to approach data and analytics, which were once needle-moving features, as table stakes. According to Gartner Research, “50% of CFOs are experimenting with AI to upskill their organization and upgrade their capabilities.” The rise of AI is not a fad, but the future, and autonomous finance is the key.

The business technology team at Workato automates this labor-intensive process with generative AI. Although the number of technologies used in our process did increase through the revamp, the amount of human interaction required plummeted. We used OpenAI to classify transactions automatically and subsequently transferred them over to Slack, ensuring that the relevant finance personnel received important transaction data promptly. Rather than combing through a gnarly spreadsheet ripe for manual errors, the team can review and approve curated transactions directly from Slack, as shown in the diagram below.

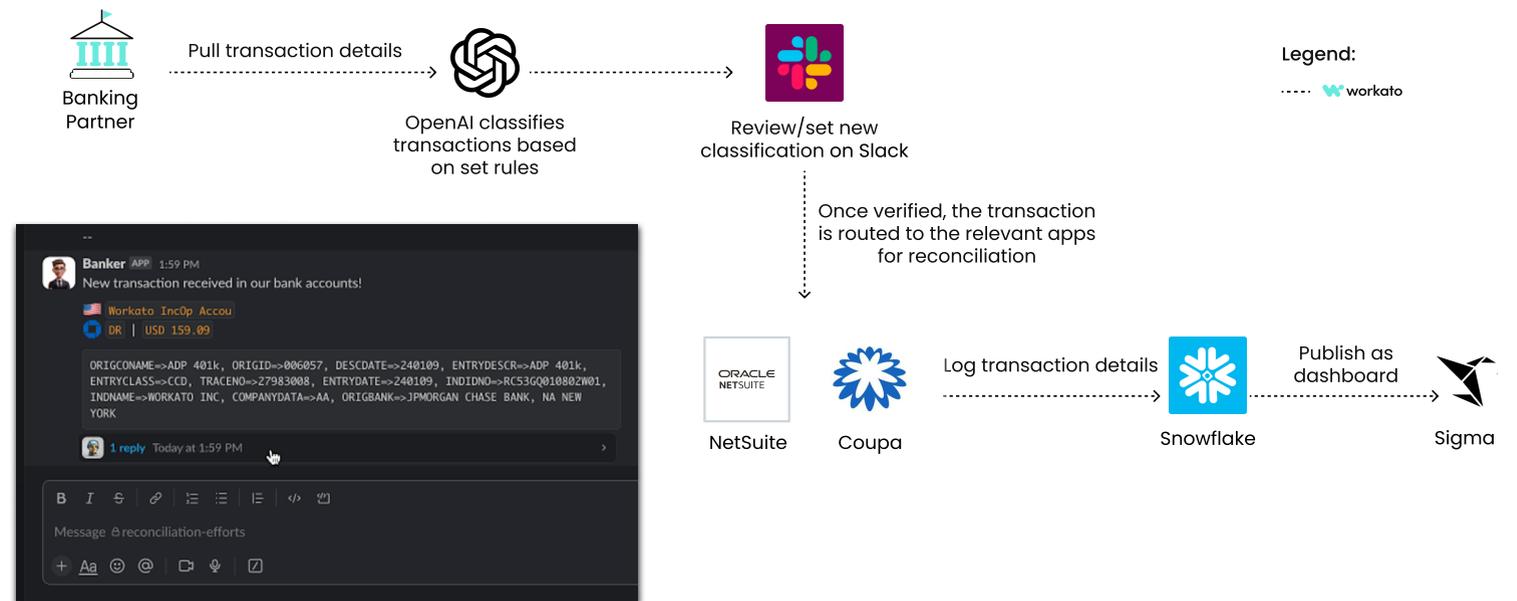


Our enhanced process improves the reconciliation and integration of data into NetSuite and Coupa while ensuring that our data is funneled into our data warehouse and business intelligence tools.

This has led to:

- ~50% faster process to reconcile transactions.
- Precision in streamlined and efficient categorizations.
- Data insights are obtained through an always up-to-date overview of the analytics.
- Increased scalability through less reliance on manual work, reducing ramp time.

Bank reconciliation with Automation and AI



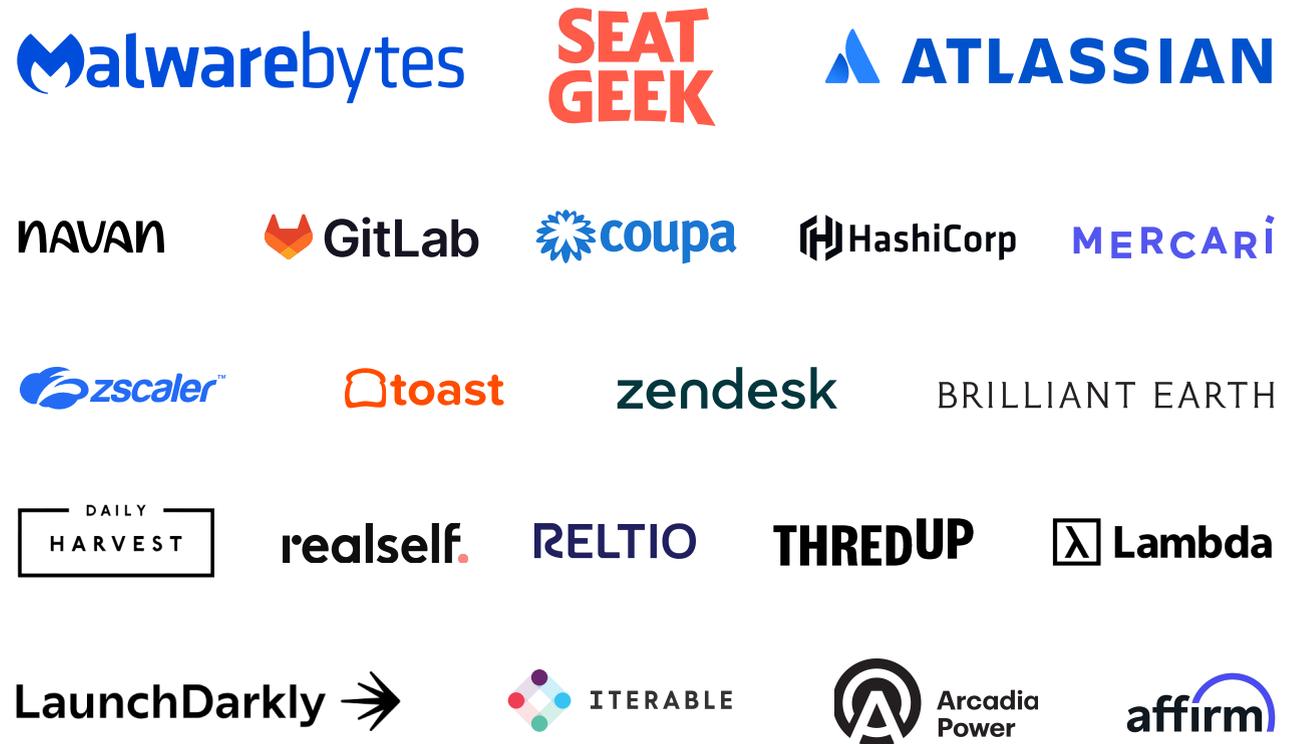
CHAPTER 4:

Customer Stories

Discover how leading brands like Malwarebytes, SeatGeek, and Atlassian leverage Workato and NetSuite to drive efficient business growth.

These customer stories highlight the innovative ways these companies are automating critical processes, reducing manual work, and enhancing operational efficiency. By integrating powerful tools and automating workflows, these organizations are not only saving time but also unlocking new levels of productivity and scalability. Dive into these success stories to see how Workato and NetSuite transform finance operations and enable companies to achieve their strategic goals.

Leading brands maximize build autonomous finance operations with NetSuite and Workato



Visit workato.com/customers to learn more about our customers.



CUSTOMER SPOTLIGHT:



Malwarebytes is a cybersecurity solution for protecting individuals and businesses from advanced threats, safeguarding everything from personal data to enterprise networks.

The Challenge:

Teams had to reinvent the wheel each time they needed to leverage data and would manually organize data. Siloed financial and customer data obscured the CFO's visibility into the business. Generally, manual processes slowed contract renewals, monitored usage-based billing, and handled seat requests.

The Solution:

To solve these problems, Malwarebytes undertook multiple projects. Firstly, they automated data flows to Snowflake. Secondly, they automated financial reporting, contract renewals, and usage-based billing and expanded automation into places in the organization where a process is highly labor-intensive.



We're moving a lot of business logic into Workato, so it has become the orchestration engine for our processes."

BILL VANDERWALL
VICE PRESIDENT OF BUSINESS APPLICATIONS

The Results:



Data lives in a unified warehouse rather than ungoverned silos.



Increased customer lifetime value and reduced acquisition costs via contract auto renewals.



Robust financial reporting uncovers critical profit- and growth-driving insights.



66 full-time days saved every year by automating processes.

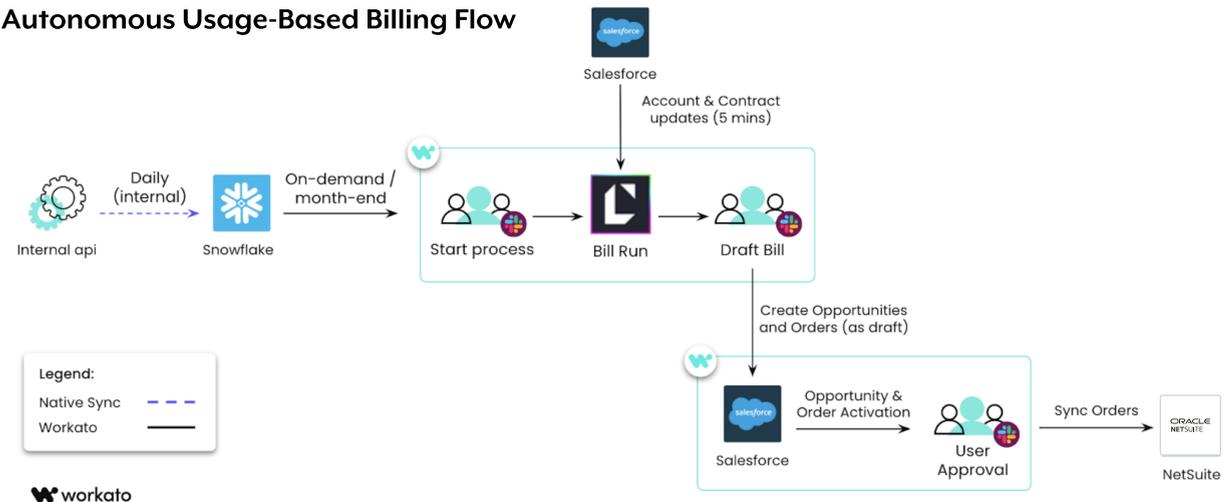


Numerous other processes automated across the company.



Top 10 metrics produced for the CFO

Autonomous Usage-Based Billing Flow





CUSTOMER SPOTLIGHT:

SEATGEEK

SeatGeek is a leading mobile-focused ticketing platform that makes it easy for fans to buy and sell tickets for live events. Trusted by millions of users worldwide.

The Challenge:

Seatgeek was facing a serious challenge. With the platform experiencing exponential growth, critical business apps were disconnected from others, leading to time-consuming manual work, bad data, and inefficient and uncontrolled internal processes

The Solution:

Seatgeek's solution was simple. They consolidated costs on one integration platform, Workato, for superior performance, extensibility, and efficiency. They began by connecting core business applications in a reliable, consistent, and scalable way. Now they manage all integrations in one place to reduce the reliance on one-off and custom integrations and solutions to automate everything from employee onboarding to product operations, and revenue accounting.



“Workato was a key player in all phases of our finance transformation because it can connect to so many different applications. The great thing about this setup is these automated systems will scale with our growth.”

JOSEPH BLANCHETT
DIRECTOR OF BUSINESS SYSTEMS

The Results:



\$2B+ in automated payouts across clients and professional sellers annually.



5,000 hours saved annually through the automation of manual tasks.

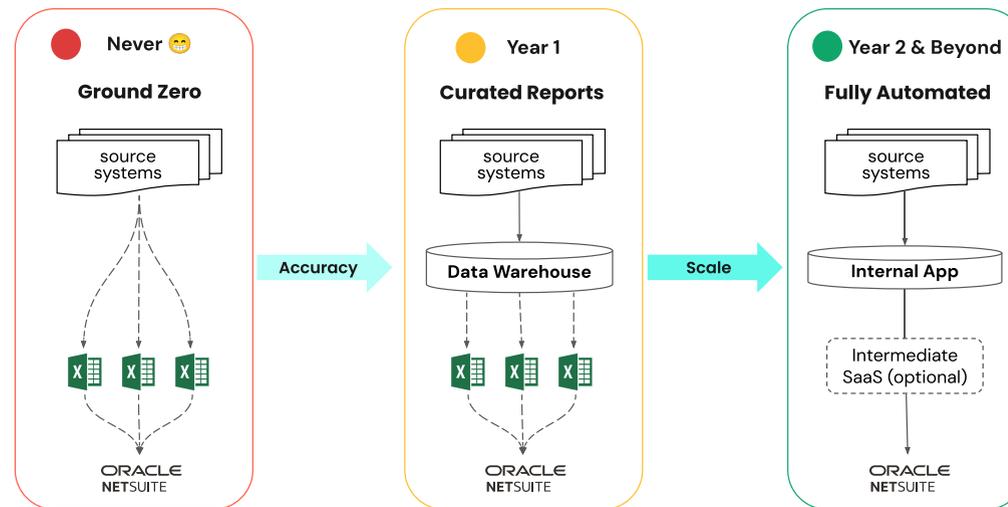


4 days saved per month during month-end close.



Automated 90% of bank transactions, Saving half a headcount with this use case.

Progressing Revenue Accounting Automation with Workato





CUSTOMER SPOTLIGHT:



Atlassian is a leading provider of collaboration software, trusted by 200,000+ companies. Its tools, like Jira and Confluence, help teams plan, track, and deliver projects efficiently.

The Challenge:

Atlassian's Center of Excellence (COE) team used RPA to improve finance efficiency, but frequent UI changes in their ERP software caused breakdowns, leading to wasted time and growing technical debt.

The Solution:

To solve these problems, Atlassian undertook multiple projects. Atlassian's COE team automated the month-end closure of purchase orders by using Workato to parse PO data, prompt stakeholders via Slack, and sync details back to the ERP platform. Atlassian also automated the accounts payable team's invoice validation by using Workato to run checks in the ERP and Coupa, then sharing results with stakeholders via Jira and Slack.



"We've reduced ERP tech debt by 98%, cutting down from over 800 scripts to just 15. Fiscal closures are now 63% faster, shrinking from 8 days to only 3 for us."

DAIVISH SHAH

INTELLIGENT AUTOMATION PLATFORM ARCHITECT

The Results:



Complete 8,000-9,000 end-to-end transactions per month.



Close accounting books in 3 days every month, as compared to 8 days before Workato.



Build automated workflows in less than 3 weeks, as compared to 2-3 months in the past.



Validate invoice status requests in 2 minutes as compared to 15 minutes in the past.



Equip 49 employees in the finance team with the skills to automate.

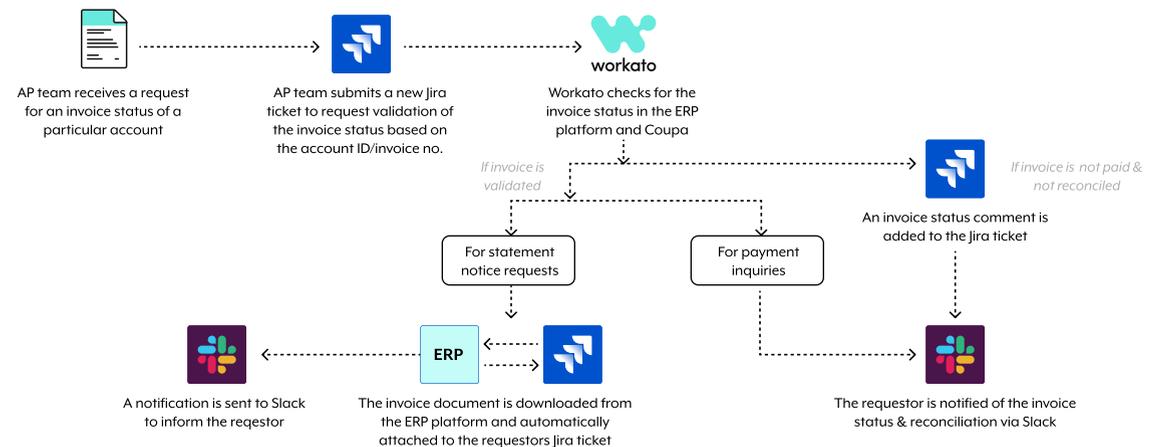


Validate vendor accounts requests in 2 minutes as compared to 10 minutes in the past.



Save approximately 25,000 hours on manual work annually.

Accounts Payable Workflow



Conclusion

As your company scales, core finance processes like closing the books, contract reviews, vendor onboarding, and expense management become increasingly complex. Whether you are experiencing high growth or preparing for it in the future, orchestrated end-to-end processes can enable your finance organization to operate more efficiently, precisely, and strategically.

Workato has you covered



Discover more Workato connectors at workato.com/integrations