

NetSuite - The Proven Platform for Companies Who Choose Stability

When 27 Years of Innovation and 43,000 Customers Means Something

In an industry obsessed with "disruption" and "AI-native" and "revolutionary architecture," there's something deeply valuable about proven scale. About a platform that's processed billions of transactions. About a vendor that's helped 600+ companies successfully go public. About technology that's been battle-tested by tens of thousands of businesses across every imaginable industry and complexity scenario.

NetSuite represents that proven path, and they're augmenting it with the AI transformation that modern finance teams need without requiring you to rip and replace the foundation you've built.

The NetSuite Advantage:

Tagline: The Proven ERP Platform with AI-Powered Transformation for Scaling Companies

Ideal Customer [2:16 - 5:38]: Mid-market to enterprise companies who value proven scale, need comprehensive end-to-end capabilities, want to scale from Series A through IPO on a single platform, and prefer evolutionary advancement over revolutionary risk.

What Makes Them Unique [7:04 - 9:19]: NetSuite's unified database architecture, where sub-ledgers don't batch into the GL but rather everything operates on a single data model, has served 43,000+ customers for 27 years. This isn't new, unproven technology. This is battle-tested infrastructure that's processed trillions of dollars in transactions.

As Theresa Roberge and Azim Ellam demonstrated during the Next Gen Solution Showcase, NetSuite's approach to AI adoption acknowledges a crucial reality: not every company wants to, or should, adopt AI at the same pace. Their approach lets you start with the MCP connector (using AI to analyze existing data), move to workflow automation (AI helping with tasks), and eventually embrace agentic AI (AI performing tasks autonomously), all at your own pace.

NetSuite Next, the next generation of NetSuite that is coming in 2026 incorporates the award winning Redwood UI and Ask Oracle natural language interface. This represents NetSuite's commitment to modernizing the user experience while maintaining the rock-solid infrastructure

underneath. You're not choosing between proven stability and modern innovation, you're getting both.

For SaaS companies specifically, NetSuite SuiteSuccess Software Edition provides 250+ out-of-box reports, complete subscription management, and automated SaaS metrics (MRR/ARR waterfalls, cohort analysis, retention metrics) that update in real-time as transactions post. The depth of functionality reflects 27 years of learning what scaling companies actually need versus what sounds good in demos.

The Capability That's Transforming Daily Operations

The NetSuite AI Connector Service, which is a protocol-driven integration service supporting Model Context Protocol (MCP), represents their philosophy of AI adoption: powerful capabilities that work with your existing workflows rather than requiring you to rebuild everything.

As Bruce, a NetSuite customer, demonstrated in a video testimonial during the showcase: saved searches (NetSuite's database queries built for accountants, not developers) can now be fed into the connector to generate executive-ready board reports in under one minute.

Previously: Export saved search to Excel → Create pivot tables → Build charts → Write executive summary → Format presentation = 2-3 hours

With MCP: Run saved search through MCP → AI generates comprehensive report with executive summary, variance analysis, specific insights, and visualizations = under 1 minute

The key insight: "investigate 23% decline in average invoice value, does this require corrective action?" These aren't just pretty charts. This is interpreted analysis with recommended actions based on actually understanding what the numbers mean.

Critically, the AI analysis happens on your data with your established NetSuite permissions and security controls. This architecture addresses the number one concern CFOs have about AI: "where is my sensitive financial data actually going?"

Real-World Impact: The Proven Path to Scale

Bruce's Analytical Transformation:

The Challenge: Creating board presentations and executive summaries required 2-3 hours of manual work: running safe searches, exporting to Excel, building pivot tables and charts, writing commentary, formatting presentations.

The Approach: Leveraged the NetSuite AI Connector Service with existing safe searches to enable AI-powered analysis and report generation.

The Transformation: Reports that required 2-3 hours now generated in under 1 minute. AI provides executive summaries with specific insights, variance analysis, and recommended actions.

The Strategic Impact: "The real game-changer wasn't just speed, it was depth. The AI spots patterns and trends I might have missed. It flags things that need attention. I've shifted from report creation to insight interpretation. That's where I should have been spending my time all along."

The IPO Validation:

The Challenge: SaaS companies scaling toward public offering needed financial infrastructure proven to handle the scrutiny of public markets and regulatory requirements.

The Approach: Scaled on NetSuite from early funding rounds (sometimes Series A) through IPO process and beyond.

The Transformation: 61% of tech IPOs since 2011 ran on NetSuite. \$81 billion in SaaS market cap IPOs processed on the platform. Companies across 180 countries in 130 functional currencies.

The Strategic Impact: When preparing for IPO, when every other aspect of going public feels uncertain and stressful, knowing that hundreds of companies before you have successfully navigated the process on the same platform provides enormous peace of mind. Your finance platform isn't a question mark in the S-1 process. It's a proven asset.

Built on Oracle's Infrastructure, Enhanced by AI Innovation

NetSuite's acquisition by Oracle brought enterprise-grade infrastructure investment that independent vendors can't match: NVIDIA super clusters, 30 billion parameter AI models, the Oracle Cloud Infrastructure (OCI) powering secure, scalable AI capabilities.

Their partnership with OpenAI combines best-in-class language models with NetSuite's 27 years of financial domain expertise. But critically, these partnerships enhance rather than replace NetSuite's core value: the unified database, the industry-specific solutions, the localized compliance, the proven scalability.

The NetSuite Fit: When Proven Matters

NetSuite makes most sense for:

- **Multi-Stage Scalability Needed:** Series A companies planning for eventual IPO who want one platform for the journey

- **Comprehensive Requirements:** Need full end-to-end capabilities (CRM through financial consolidation)
- **Global Operations:** Multi-entity, multi-currency, localized compliance across 180+ countries
- **Risk-Averse Leaders:** CFOs who value proven scale over cutting-edge (and potentially cutting-edge-unstable) architecture
- **Steady AI Adoption:** Teams wanting to adopt AI capabilities progressively rather than all-at-once
- **Public Company Aspirations:** Businesses where IPO readiness and audit comfort matter deeply

If you're a CFO who looks at vendor pitches promising revolutionary change and thinks "that sounds risky," NetSuite offers a different path: evolutionary improvement built on proven foundation.

Experience NetSuite's Modern Capabilities

The full NetSuite demonstration from the Next Gen Solution Showcase (available at benchmarkit.ai) showcases their MCP connector, SaaS metrics automation, and the next generation of the NetSuite platform.

Innovation doesn't always mean revolution. Sometimes it means taking what's proven to work and making it dramatically better. That's the NetSuite approach, and for thousands of companies, it's exactly what they need.