

How Benevity Inc. simplifies complex billing and revenue recognition with ZoneBilling



Benevity Inc., a SaaS solution provider, struggled as its accounts receivable (AR) teams worked in manual spreadsheets and disconnected systems for billing and revenue recognition. These outdated processes created delays and errors that slowed down cash flow and made compliance increasingly complex.

Everything changed when Benevity used ZoneBilling to embed revenue operations directly inside NetSuite. Zone helped benevity align Salesforce CPQ with its ERP to create a single source of truth. Manual entry dropped by 30 hours each week. Revenue close accelerated by 1.5 days. And for the first time, finance could redirect energy from spreadsheets and re-keying to what really mattered: strengthening collections, delivering consistent ARR reporting and creating more space to focus on strategic, value-add work.

Benevity Inc. is a global SaaS leader in corporate purpose software – they help companies do good in the world while maintaining compliance and showing their impact.

benevity.com

Industry: Software

Headquarters: Calgary, Alberta

Company size: 1,000

Customer since: 2024

Products: ZoneBilling

Integrated software: NetSuite, Salesforce

Implementation partner: Connor Group

Involved teams: Salesforce Admins, Order to Cash (AR, Revenue)

Key outcomes:

✦ **30 hours of manual entry and revenue recognition saved per week**

✦ **1 headcount reduction by eliminating reliance on contractor**

✦ **1.5 days faster revenue close**

The challenge: Manual billing and revenue processes slowing growth

As the company grew, so did the AR obstacles. Slowdowns and bottlenecks that were tolerable for a startup were no longer acceptable in an era of private-equity-backed expansion. Increasingly complex billing scenarios from new customers pushed the limits of what could reasonably be managed without automation.

- **Manual processes:** The lack of automation led to delays in getting invoices out the door and required constant intervention to replicate data between Salesforce and NetSuite. As billing arrangements grew more complex – with frequent amendments, non-standard requirements and multi-year contracts – the risk of errors and inefficiencies only increased.
- **Data replication and delays:** Because Salesforce and NetSuite were not connected, the finance team had to manually transfer order information between the two systems. Each amendment required re-keying data into NetSuite, creating bottlenecks and slowing down the entire invoicing cycle.
- **Complex billing arrangements:** Each exception or adjustment added another layer of manual intervention, making it increasingly difficult to scale operations alongside the company's growth.
- **Compliance risks:** The introduction of ASC 606 requirements intensified the challenge. Managing performance obligations, allocating revenue and producing audit-ready reports with manual tools exposed Benevity to unnecessary risk.



“We were in a work environment where everything from order entry, invoicing and revenue recognition were done in a manual way... this led to delays in getting invoices out the door.”

Don Gill

Order-to-Cash Manager, Benevity Inc.



The solution: Automated billing, Salesforce alignment and audit-ready revenue in NetSuite

Benevity partnered with Zone to modernize its order-to-cash process inside NetSuite. They selected ZoneBilling to automate billing, align Salesforce CPQ data with NetSuite and streamline revenue recognition.

Don Gill, Order-to-Cash Manager, worked closely with implementation partner Connor Group to scope and test the setup against Benevity's unique scenarios. Over a three-to-four-month rollout, they connected Salesforce and NetSuite into one single source of truth, ensuring customer, product and contract data stayed consistent across platforms.

Their billing model required it. Benevity supports a wide range of complex arrangements and only a NetSuite-native billing engine could manage it all seamlessly:



Amendments and contract changes: Flow directly from Salesforce CPQ into NetSuite without re-keying – eliminating bottlenecks and reducing the risk of data entry errors across billing cycles.



Non-standard billing: ZoneBilling handles requirements that don't fit neatly into out-of-the-box ERP tools, giving Benevity the flexibility to manage complex customer arrangements at scale.



Compliant billing: Varying revenue schedules and ASC 606 compliance requirements are managed automatically – consolidated invoicing, flexible billing frequencies and multiple bill-to addresses all within singular orders.



Audit-ready revenue recognition: ZoneBilling's automated revenue rules manage performance obligations and allocations directly inside NetSuite, replacing manual spreadsheets with a smooth, predictable process.

With ZoneBilling in place, Benevity's AR team stabilized invoicing, automated revenue recognition and eliminated the manual spreadsheets that once consumed hours of every billing cycle.

The results: 30 hours saved weekly, faster revenue close and audit-ready compliance

ZoneBilling transformed Benevity's billing and revenue operations into a streamlined, NetSuite-native process. What once took days of manual work across spreadsheets now happens automatically, freeing finance to focus on higher-value activities like collections and cash flow optimization. The impact went well beyond efficiency gains:



30 hours saved weekly on manual entry: By eliminating spreadsheet-driven invoicing and syncing Salesforce CPQ directly with NetSuite, Benevity cut down data entry tasks by up to 30 hours per week – time now going into collections and strategic projects.



Revenue closed up to 1.5 days faster: With automated revenue schedules in NetSuite, the team shaved more than a day off month-end close, ensuring faster reporting and greater visibility for leadership and investors.



Headcount savings through automation: Benevity removed reliance on a long-standing contractor, saving costs while achieving higher accuracy and better timeliness in billing operations.



Improved cash flow and PE reporting: With accurate invoices and automated data alignment, Benevity strengthened collections, improved cash predictability and met KPIs set by PE sponsor HG Capital. Consistent ARR reporting now gives leadership and investors a reliable view of growth.



“Employee morale has never been higher. This also ensures that we have the tools to continue to scale the organization without adding additional headcount.”

Don Gill

Order-to-Cash Manager, Benevity Inc.

How **NetSuite-embedded billing automation** can replace manual Q2C workflows

Benevity is a shining example of NetSuite-native automation transforming order-to-cash for growing SaaS businesses. ZoneBilling replaced hours of manual invoicing and revenue recognition with a streamlined, automated process embedded directly in NetSuite. The integration with Salesforce CPQ ensured a single source of truth for customer and contract data, while NetSuite ARM enabled automated, audit-ready revenue recognition.

What began as a search for billing automation evolved into a broader finance transformation – faster month-end close, reduced headcount costs, improved collections and consistent ARR reporting that gives executives and their PE sponsor confidence in the numbers.



“ZoneBilling has allowed us to automate repetitive work tasks. We've streamlined the overall process and now our team can focus on the value-add tasks.”

Don Gill

Order-to-Cash Manager, Benevity Inc.



The pioneer of ERP-native agentic finance

Zone is the financial operations platform used by 4,000+ NetSuite customers. Our billing, AP automation, reporting and payroll solutions are embedded inside of NetSuite – so you have no integrations, no sync errors and no limits to your growth.