

How DentalXChange built flexible, audit-ready billing for future growth

dental Xchange

DentalXChange, a leading cloud platform for the dental industry, connects practice management systems, DSOs, independent providers, insurance payers and technology partners across a unified ecosystem. Following its transition from founder-led management to private equity backing, the company faced growing demands for robust financial reporting, contract flexibility and scalability within its ERP.

After migrating to NetSuite, DentalXChange sought a billing solution capable of managing complex, interdependent pricing arrangements while supporting the company's expanding product lines and customer base. The answer came with ZoneBilling – a native NetSuite solution that streamlined contract management, automated pricing scenarios, and set the foundation for audit-ready revenue operations.

With ZoneBilling in place, DentalXChange's finance team now spends significantly less time on manual billing setup, processes invoices faster, and maintains full confidence in pricing accuracy and compliance – all while positioning the business for long-term growth.

DentalXChange addresses the full lifecycle of dental RCM. From verifying eligibility to filing accurate claims and beyond, its powerful platform, intelligent data, and massive network ensure payers get exactly what they need so dentists get exactly what they've earned.

dentalxchange.com

Industry: Technology / Healthcare

Headquarters: Irvine, CA

Company size: 150+

Customer since: January 2024

Products: ZoneBilling

Integrated software: NetSuite, Boomi, Azure

Implementation partner: Accordion

Involved teams: Finance & Accounting, Data & Business Intelligence

Key outcomes:

-  **10+ hours saved** through billing automation
-  **5+ complex pricing models** supported
-  **Flexible contract and pricing management** across all customer types

The challenge: Complex contracts and limited billing flexibility

As DentalXChange scaled under private equity ownership, its existing systems struggled to keep pace with the company's diverse pricing models and reporting requirements.

- **Disconnected tools and inflexible billing logic:** Moving from Great Plains to NetSuite, DentalXChange needed a billing engine that could handle a wide range of contract types – from interdependent tiered pricing to multi-SKU bundles. Their initial solution failed to accommodate complex scenarios, creating inefficiencies and forcing the finance team into manual workarounds.
- **Manual effort and compliance risk:** Without automation or native NetSuite integration, each pricing change required manual configuration and validation. This limited visibility, increased the potential for errors and made it harder to scale with confidence as the company grew.
- **The need for a native, scalable solution:** DentalXChange needed a solution that was both powerful and flexible – one that could adapt to evolving contract structures, reduce manual processes and align financial reporting with PE expectations for accuracy and scalability.



“We wanted a nimble tool that could handle all of the various types of contracts we have for our customers. ZoneBilling gave us that flexibility.”

John Fowler
AVP Corporate Controller, DentalXChange

The solution: Native automation and intuitive contract management inside NetSuite

DentalXChange partnered with Accordion Partners and Zone to deploy ZoneBilling directly within their NetSuite environment. Together, they designed a scalable order-to-cash workflow that could seamlessly handle contract creation, pricing updates and recurring billing without the limitations of their previous system.

The implementation was executed through collaborative, iterative testing. Teams from DentalXChange, Accordion, and Zone held daily and weekly touchpoints to validate contract logic across a variety of customer arrangements. Once activated, ZoneBilling's automation replaced manual spreadsheets and disconnected billing workflows with a unified, intuitive interface.



Interdependent tiered pricing: Ability to aggregate quantities across multiple SKUs before applying pricing logic.



Flexible contract management: Simple setup for amendments, renewals, and annual price increases at the SKU level.



Automated rating process: ZoneBilling's built-in rating functionality ensures usage data and billing logic stay aligned, reducing errors and accelerating invoice generation.



Audit-ready revenue recognition: Built-in automation that supports compliance and accurate reporting.



“After struggling for over a year with SuiteBilling's interface, moving to Zone was a breath of fresh air. It's extremely user-friendly and just works.”

John Fowler
AVP Corporate Controller, DentalXChange



The results: Faster processes, stronger accuracy, and confidence to scale

ZoneBilling has transformed how DentalXChange manages billing and contract operations. What once required extensive manual intervention is now an automated, intuitive process, embedded directly in NetSuite for full visibility.



10+ hour reduction in billing time: The finance team reduced billing setup and contract maintenance by an estimated 10–15 hours a week. With automation handling pricing logic and renewals, billing runs that once required deep validation now close with minimal oversight.



Hours to minutes for contract management: Amendments, renewals and annual price increases that once took hours now happen in minutes. SKU-level changes give finance and sales a faster, more transparent way to adapt pricing.



Improved accuracy and compliance: Automation ensures pricing rules and revenue schedules are consistently applied. With built-in audit readiness and ASC 606 compliance, DentalXChange's finance team generates reliable, audit-ready data without additional exports or manual review.



5+ pricing models supported: ZoneBilling now automates DentalXChange's advanced pricing logic – from usage-based billing with marginal tiers to master item aggregation and included-unit tracking.



“I definitely have no doubt that Zone will be able to support us in our next growth phase. It has been able to handle all of the complex pricing models we could throw at it so any new future ones should be a cake walk.”

John Fowler
AVP Corporate Controller, DentalXChange



How NetSuite-native billing automation enables **audit-ready, scalable growth**

DentalXChange is a prime example of how ZoneBilling transforms billing operations for PE-backed SaaS businesses. By replacing a rigid, disconnected billing system with a native NetSuite solution, DentalXChange gained the contract flexibility, pricing automation and compliance confidence needed to scale.

What began as a search for a more capable billing engine evolved into a broader finance transformation – faster invoice cycles, eliminated manual workarounds, audit-ready revenue recognition and a platform built to support whatever comes next.



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.