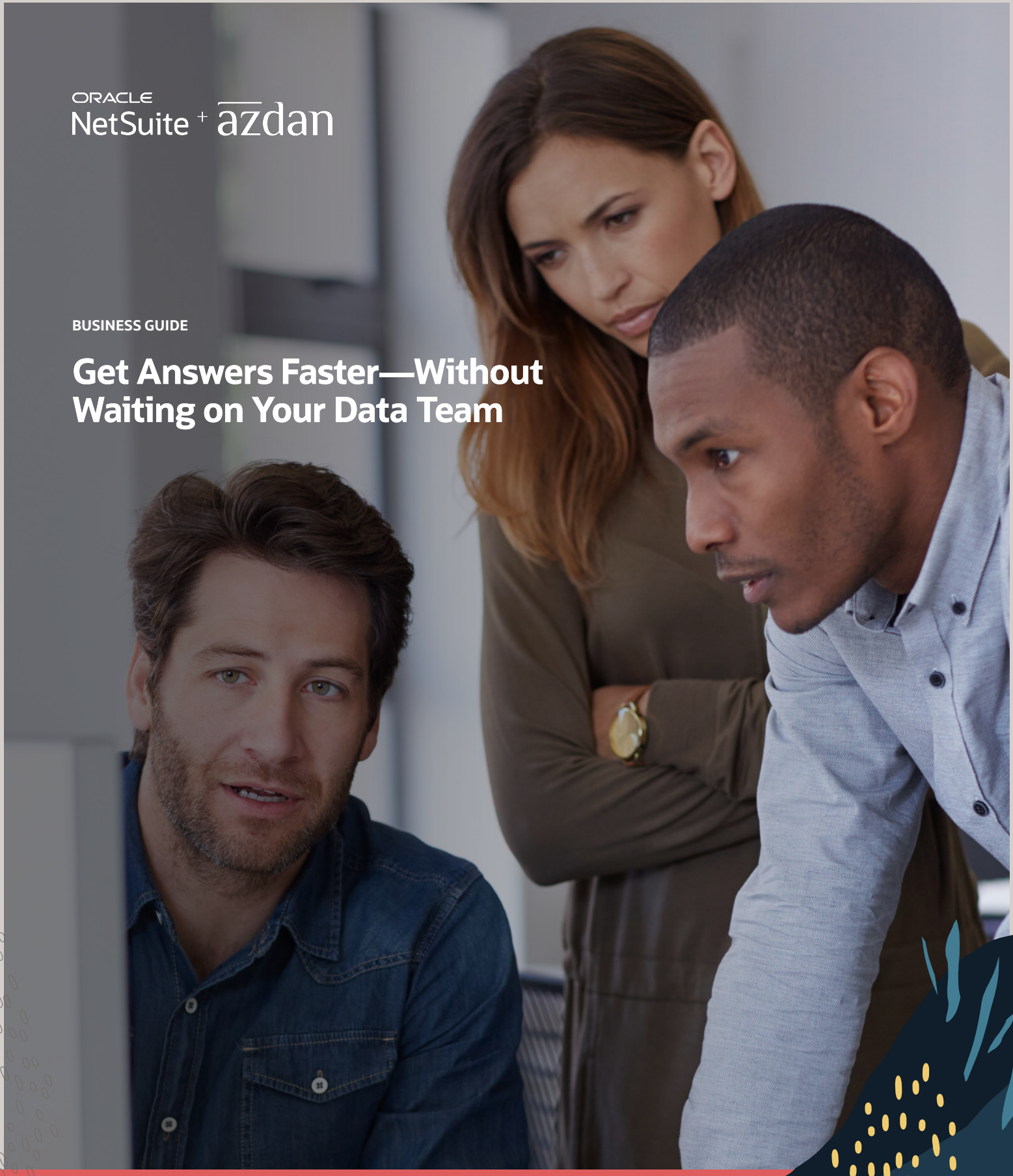
ORACLE NetSuite + azdan

BUSINESS GUIDE

Get Answers Faster—Without Waiting on Your Data Team



Learn more at netsuite.com

Grab a seat and enjoy.
Read Time: 4 minutes

Get Answers Faster—Without Waiting on Your Data Team

Today's self-service analytics systems empower finance managers, sales directors, and operations leads by providing dashboards, KPIs, and reports that answer day-to-day questions without the need for deep understanding of data science.

However, decision-makers may wish to supplement their NetSuite data with data from other sources for a more complete picture of business operations. Example sources include:

- Other key business systems: Ecommerce platforms, payroll, marketing automation, and CRM systems.
- Partner data: Logistics providers, third-party distributors, and online marketplaces.
- External sources: Macroeconomic indicators, industry benchmarks, and competitive pricing data.

All these sources can enrich insights and help explain not only what happened, but why. However, integrating these data sources into an analytics system takes work—each source has its own data model, customer IDs often don't align, and definitions of what constitutes revenue can vary among systems. This is the point where many businesses get stuck in costly and time-consuming custom data transformation projects.

The NetSuite AI Connector Service for NetSuite Analytics Warehouse is designed to remove this friction. By combining the Model Context Protocol (MCP), large language models (LLMs), and a cloud data warehouse, self-service analytics systems get a major boost in both the data they can use and the simplicity of generating contextual insights. Here's how each piece contributes.

> "NetSuite Analytics Warehouse has driven a cultural shift in how our leaders engage with data, empowering more informed, data-driven discussions and decisions. This capability has given us visibility into critical metrics previously out of reach due to resource constraints."
>
> Annie Vining, Business Intelligence and Data Analyst, Mazzella Companies

Model Context Protocol (MCP): A universal connector layer

In the past, connecting a new data source to an analytics system meant building a bespoke integration. Today, MCP replaces those one-off integrations with a secure and universal interface for LLMs to interact with business systems and external data sources. MCP's standardized plug-in approach makes it easy to grow the range of data available for analysis.

MCP contributes to data analysis, too, by standardizing structured data and providing LLMs with data model relationships, lineage, and metadata that provides the context for accurate analysis. This helps the analysis system understand that a user prompt for "revenue" should be interpreted and calculated as ARR rather than MRR, for example.

MCP is reshaping self-service analytics by letting LLMs connect with disparate data sources to provide data analysis based on natural language queries. Administrators can configure which data sources are exposed and set security mechanisms such as user authentication, row-level security, and full audit trails.

LLMs: The intelligent agent interface

While MCP simplifies connecting and using data sources, LLMs provide the natural language interface for data exploration. Instead of scripting or clicking through data sets and filters, a supply chain analyst can simply prompt: "Why did our shipping costs in the Midwest spike last month?"

The LLMs you use may be embedded in your business management suite and have native access to business-specific data. MCP can be used to plug in additional contextual sources. Or you may choose a publicly available model, like Claude Desktop and Cline GitHub, and use MCP to connect whichever data sources you choose.

Cloud data warehouse: The high-quality data foundation

Trusted and useful analysis requires accurate, complete, and consistent data. NetSuite Data Warehouse provides a stable foundation for your business data that is continually refreshed to fuel ongoing analysis.

Querying operational systems directly, rather than using a data warehouse, can slow down live business processes. MCP combined with an LLM can very efficiently query current data maintained in a warehouse that's designed for high-performance analysis.

A data warehouse provides:

- Centralized access: Data from NetSuite; other sources like CSV files, legacy systems, and third-party applications; and external partner feeds are in one place and updated in real time.
- Data quality: Data in the warehouse is verified, cleansed, and standardized.
- Robust analytics capacity: Online analytics processing accelerates analytics with on-demand compute and storage resources for rapid processing of large data sets and concurrent queries.
- Governance: A central point helps organizations enforce granular security and access controls.

Use case examples

When these three components come together, they simplify and accelerate self-service analytics efforts to provide data-backed answers to natural language questions.

Example 1: Auto-generated dashboard to track a receivable anomaly

An accounting manager notices an issue with cash flow and wants to uncover the underlying reasons. She decides to use an external LLM with the NetSuite AI Connector Service for NetSuite Analytics Warehouse to help her build an AR/AP dashboard.

The LLM recommends using the NetSuite Customer Invoice Snapshot and Vendor Bill Snapshot from the warehouse and begins the analysis. It quickly identifies a hidden AR trend that isn't related to collections. It's a $15 million milestone billing issue where customers have withheld payment on four incomplete projects. The LLM then generates a dashboard with key financial metrics, a 12-month cash flow trend graph, AR aging analysis, and more that the accounting manager can share with the relevant project teams.

Example 2: Unify NetSuite and macroeconomic data for comprehensive views on customer health

Sales, finance, and marketing often have different and overlapping information about customers and products. By using a warehouse foundation, the NetSuite AI Connector Service for NetSuite Analytics Warehouse can help the business gain unified views, such as of overall customer health.

A financial analyst prompts an LLM to get common customer health metrics for the current fiscal year using NetSuite data from the warehouse and macroeconomic forecasts from government sources. The LLM generates the key metrics requested and identifies the top 5 performing customers with a healthy 25% average margin rate. It also flags customers with Days Sales Outstanding as high as 140, which prompts immediate attention given a forecasted downturn in business spending.

Example 3: Capture competitor data to understand a decline in sales win rates

A sales leader's prompt can begin data discovery on declining win rates: "Using NetSuite sales and win/loss data in the warehouse, identify deals lost in the third quarter where price was a factor. Pull in public price and promotion data for key competitors, then compare their pricing to our discounts and margin thresholds. Deliver a pricing pressure summary."

The LLM paired with the NetSuite AI Connector Service for NetSuite Analytics Warehouse generates an executive summary showing eight lost deals totaling $980,000 due to competitor discounting. Additional insights confirmed internal discounts weren't enough to win the business.

The limits of MCP and LLMs alone

LLMs can provide fast, ad-hoc insights by using MCP-provided data and context. In some cases, however, analyzing large and multidimensional tables may exceed the LLM's context window and processing limits, so other tools within an analytics suite need to be brought to bear. Similarly, LLMs aren't as good at anomaly detection as dedicated machine learning algorithms are. A full analytics suite will have the right functionality and capacity to sift through lots of data to find outliers when that's the job at hand.

A key consideration in your tool selection is auditability. In business reporting, especially for finance and compliance, you must be able to show how a number was calculated. LLM analytic output often doesn't come with detailed explanations, and its probabilistic reasoning doesn't consistently produce repeatable results. This makes LLM analysis insufficient by itself for executive-level and public reporting.

How NetSuite helps

NetSuite Analytics Warehouse helps NetSuite customers manage, integrate, and analyze data for insights that improve decisions.

Leveraging Oracle's AI-powered Autonomous Data Warehouse and Oracle Analytics Cloud technologies, NetSuite simplifies data management, automates reporting, and provides actionable AI-powered insights.

NetSuite's cloud data warehouse is tuned specifically for NetSuite transactional data and uses AI automations to efficiently clean and transform data from NetSuite, historical, and third-party sources to make it usable and centrally accessible. From there, the paired advanced analytics solution can efficiently perform descriptive and predictive AI-powered analyses for faster, more robust insights than what spreadsheets or standalone BI tools can offer. The cloud-based system includes a data pipeline for NetSuite data and prebuilt integrations to popular third-party sources.

The NetSuite AI Connector Service for NetSuite Analytics Warehouse connects an external AI client, such as Claude Desktop and Cline GitHub, with the cloud data warehouse, enabling natural language prompts to query data blended with external sources for contextual insights in a governed environment.

ORACLE
NetSuite

www.netsuite.com
Infonetsuite_WW@oracle.com
877-638-7848

facebook.com/netsuite

twitter.com/netsuite

linkedin.com/company/netsuite

instagram.com/oraclenetsuite