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BUSINESS GUIDE

Scale Smarter

A Guide to NetSuite's Integration Platform

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A New Opportunity in Integration

Every team—from sales and finance to fulfillment, marketing, and customer support—depends on easy access to accurate data to operate efficiently. Yet many organizations still struggle with disconnected systems that don't speak the same language, move at different speeds, or require manual handoffs to interoperate.

Integrating standalone systems is a technical, back-end job for IT to manage when applications need to communicate. But integrations are often easily broken, may not operate in real time, and may not provide a full, bidirectional exchange of data.

As business systems have grown more powerful, integration between them is critical to creating a holistic system. What started as a few key platforms has become an ecosystem of point solutions, cloud apps, and partner tools. Each one solves a problem—but together, they create a complex system to manage, particularly when data exchange is required.

Now, there's a better way to connect it all. Meet integration platform as a service, or iPaaS.



What Is iPaaS?

Companies find iPaaS a great solution to an age-old problem: How do we connect our systems, data, and processes securely, reliably, and with as little friction as possible?

iPaaS acts as a central hub that manages data movement between your suite of systems. Whether that's syncing Shopify orders into your ERP, updating sales data in your CRM, or posting payroll transactions into finance, iPaaS handles the data flow behind the scenes.

The result? Better operations without manual effort and the ability to add new tools, teams, or markets without breaking what already works.

iPaaS is ideal for companies that:

- Are growing quickly and need systems to communicate in real time.
- Manage multiple channels, locations, or subsidiaries.
- Rely on data accuracy for compliance, reporting, or forecasting.
- Want to improve productivity of teams.
- Have the IT resources that maintain and monitor many unique integrations.

Most companies that adopt iPaaS can spend more time scaling their business and less time creating and maintaining integrations. NetSuite customers can use NetSuite Integration Platform, NetSuite's in-house iPaaS.

Whether launching new products, expanding into new markets, or adopting new tools, they can integrate once—and focus on the business opportunities instead.

Where NetSuite Integration Platform Makes a Difference?

Integration isn't just about syncing data; it's about creating real business impact across core processes. Here's where a connected foundation makes the biggest impact:

- **Order-to-Cash.** Automatically move sales orders from ecommerce platforms or CRMs into your financial system. Trigger invoicing, fulfillment, and payment collection automatically.
- **Procure-to-Pay.** Move purchase requests, approvals, and vendor invoices from procurement tools to accounts payable, minimizing delays and improving accuracy.
- **Lead-to-Opportunity.** Sync marketing platforms with CRM and ERP to let sales teams act on leads in real time, with full visibility into engagement and conversion history.
- **Data Movement for Analytics.** Extract real-time financial and operational data into your analytics or data warehouse platform to fuel better reporting, forecasting, and decisions.
- **Inventory Management.** Keep warehouse and sales systems in sync to prevent overselling, reduce backorders, and maintain accurate stock levels across multiple locations.
- **Customer Support.** Let support teams view transactional data inside ticketing platforms and capture resolution notes back into customer records.
- **Marketing Automation.** Keep customer and prospect data flowing bi-directionally between marketing automation platforms and core systems, so campaigns are based on current, complete data.
- **Subscription Billing and Revenue Recognition.** Automate recurring billing, renewal workflows, and revenue recognition by integrating subscription data across systems.
- **Vendor Portal Updates.** Reduce redundant updates by syncing vendor records, banking details, and compliance documentation from external portals directly into internal systems.
- **Payroll and HCM.** Flow employee data and payroll summaries into financials accurately and in a timely manner, aligning finance and HR.

- **Ecommerce.** Sync product listings, pricing, orders, and returns between ecommerce storefronts and back-end systems for smooth operations and increased customer satisfaction.

Why NetSuite Integration Platform Is the Right Investment?

The NetSuite Integration Platform brings these capabilities into your existing ERP environment, combining the power of iPaaS with a full view of your data.

What are the key benefits of the NetSuite Integration Platform?

- **Reduce IT complexity.** Simplify and speed up project delivery with a range of integrations and adapters for Snowflake, Workday, Salesforce, Shopify, and more.
- **Simple connectivity.** Easily connect all your cloud and on-premises applications, databases, and systems using supported adapters and templates.
- **Lower costs.** Reduce your IT overhead with a single platform for integration and automation.
- **Service orchestration.** Minimizing the need for custom coding and maintenance reduces total cost of ownership (TCO).
- **Scalability.** A cloud-native architecture delivers scalability and reliability.

Rather than managing third-party connectors, brittle scripts, or custom code, businesses can better leverage their IT resources to keep all their systems connected—all supported by a platform that is engineered to scale.

By integrating your business systems through NetSuite Integration Platform, you reduce data redundancy, increase data accuracy, and gain the flexibility to adapt faster—without adding tools or overhead.

By consolidating integration, automation, and system orchestration into one platform, the NetSuite Integration Platform reduces complexity, lowers total cost of ownership, and helps keep your business moving forward—securely, reliably, and at scale.

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