



The Ultimate Guide to NetSuite Integration

Many organizations already use the popular Oracle NetSuite business management platform or plan to migrate to it. But to get the most out of this powerful cloud-based suite of enterprise resource planning software, you need to understand how to integrate NetSuite with the rest of your applications and data.



Integration: The Foundation for Making the Most of NetSuite

If you're reading this, you likely either own Oracle NetSuite or plan to migrate to it. But to get the most out of this powerful platform, you need to understand how to integrate NetSuite with the rest of your applications and their data.

After all, enterprise resource planning (ERP) software is designed to run your entire business. And NetSuite is more than just a traditional ERP system. The suite also has modules for financials, customer relationship management, inventory management, ecommerce, and more.

Yet many organizations don't use all the NetSuite modules, choosing instead to integrate parts of NetSuite with other best-of-breed platforms like Salesforce, Workday, Concur, and third-party logistics (3PL) software.

Given the wide-ranging capabilities of NetSuite to improve and transform how businesses operate, most NetSuite integration projects involve many applications, all with distinct owners, data, and workflows.

In fact, integration is the key to getting the most from a combination of NetSuite and complementary applications. The payback can be transformational — more efficient business processes, real-time visibility, and greater agility for pursuing strategic objectives.

How you approach integrating NetSuite with other applications will determine whether the project succeeds or fails. Planning for integration should go hand in hand with your overall NetSuite implementation plans. Don't make integration planning an afterthought.

Read on to learn how to plan for NetSuite integration and ensure your successful adoption of this leading business management platform.

Chapter ONE:

Understand Your NetSuite Situation



Companies that want to integrate NetSuite with other applications come at it with all levels of expertise and maturity.

While NetSuite integrations share many common issues with other data and application integration projects, they also have plenty of specific requirements and support needs, particularly for cloud integration.

You should assess these requirements upfront to understand how best to prepare for the integration journey ahead. Here are some key questions to ask.

WHAT IS YOUR ORGANIZATION'S CLOUD STRATEGY?

- If so, what does it involve?
- How will your NetSuite integration project fit into that strategy?
- Who is responsible for ensuring cloud management best practices?
- How does your organization monitor cloud functions?

WHAT IS THE DEPTH OF YOUR ORGANIZATION'S NETSUITE EXPERTISE?

- What staff, tools, systems, and processes are already in place for structuring your NetSuite project?
- Do you have the in-house staff to make best use of NetSuite SuiteTalk (a SuiteCloud Platform technology)
- What external resources or consultants might you need to carry out your project?

DO YOU KNOW THE SPECIFICS OF YOUR NETSUITE ACCOUNT?

- What optional features have you enabled in your NetSuite account, such as multiple currencies, transaction types, item pricing, taxation, and so forth?
- Are you using the NetSuite OneWorld edition for managing multiple organizational entities in one NetSuite account?

WHAT CUSTOMIZATIONS HAS YOUR ORGANIZATION IMPLEMENTED IN NETSUITE OR WILL NEED TO IMPLEMENT IN NETSUITE?

- Are you using custom fields and record types, validations and required fields, or scripting and workflows?
- How might these need to be accounted for in the integration plan and design?

DO YOU KNOW ALL THE KEY USE CASES FOR HOW YOUR ORGANIZATION NEEDS TO CONNECT NETSUITE WITH OTHER APPLICATIONS AND DATA SOURCES?

- What are the different use cases and needs for getting information into and out of NetSuite?
- Do you have specific, quick integration tasks (such as near real-time order status updates) that could benefit from RESTlet? (NetSuite RESTlets allow you to develop custom RESTful web services from your NetSuite account.)
- When might you want to use database connectors or saved searches?

DO YOU UNDERSTAND THE INTEGRATION PROJECT'S LICENSING IMPLICATIONS FOR YOUR NETSUITE ACCOUNT?

- Will you use a separate, dedicated NetSuite user for the integrations?
- Will you need a NetSuite SuiteCloud Plus license to support concurrent connections for high-volume throughput and parallel processing?

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Often when implementing NetSuite, we're working with teams that don't necessarily have much NetSuite expertise in-house. Usually someone who's technically inclined has been assigned to the project, but they're still learning. They're still very new.

Nick Mortensen

Director of Development, Eide Bailly

Chapter TWO:

The Integration Checklist



The value of checklists has been proven time and again. Complex IT scenarios, for which NetSuite integration definitely qualifies, are good candidates for checklists. They can help manage the complexity and eliminate areas of concern.

To help guide your NetSuite integration efforts, we've created checklists for the four main components of NetSuite integration: people, processes, applications, and data.

I. PEOPLE

Your NetSuite project starts with people. Be sure to account for the owners and users of the applications and data. Find out how their insights and perspectives shape business needs and technical requirements.

TALK TO ALL STAKEHOLDERS TO UNDERSTAND THEIR BUSINESS GOALS:

- Which of their use cases are relevant to your NetSuite integration project? How do they relate?
- Are there conflicting goals among stakeholders that could affect how you design and manage NetSuite integrations?

IDENTIFY WHO OWNS AND USES THE APPLICATIONS AND DATA INVOLVED IN YOUR INTEGRATION PROJECT:

- How might their usage have implications for how you plan the integrations?
- Are they running into limitations with their applications, and if so, what are they?
- How might your project change the way they use their applications and data?

IDENTIFY WHO'S RESPONSIBLE FOR MANAGING THE DATA:

- Are they different from the owners or users? If so, why?

UNDERSTAND HOW YOU NEED TO CONTROL ACCESS TO APPLICATIONS AND DATA:

- Who can change the data?
- Who can only view the data?

UNDERSTAND YOUR ORGANIZATION'S INTEGRATION STANDARDS AND BEST PRACTICES:

- Who manages these programs?

II. PROCESSES

If you're planning to grow and evolve to adapt to market changes, your business processes must also evolve. That means your integrations should keep pace as well. Integrations directly reflect your business processes. And many organizations don't really understand their business processes at a granular level.

When system integrators or other NetSuite consultants start an integration engagement, they'll begin by gaining an understanding of a company's data, its business processes, the different systems in play, and how information will flow among various endpoints.

Endpoints can be applications, but they can also be various stops along the way for staging, vetting, modifying, or enriching data before it moves to other applications. Make sure you map out your data and process flows across the organization.

IDENTIFY THE ENDPOINTS:

- Where does the data live?
- Where does it need to go?

MAP WHAT SHOULD HAPPEN TO THE DATA AS IT TRAVELS FROM ONE ENDPOINT TO ANOTHER:

- What are the key touchpoints or stops data will need to make?
- Does the data travel from point to point, or is it shared?
- In which direction does the data flow?
- Will it need validation, access approval, etc.?
- Will the data need to be enriched with data from other sources?
- When and how is the data reconciled?

DETERMINE THE VOLUME, FREQUENCY, AND PERFORMANCE OF DATA DELIVERY REQUIRED BY YOUR VARIOUS APPLICATIONS:

- Will you move a lot of data? If so, when?
- Do you have seasonal or periodic spikes in data volume?
- What levels of performance are needed from processes that rely on this data?
- How frequently does the data need to be updated? Real-time/near real-time or batch updates?

ESTABLISH WHAT SHOULD HAPPEN IF THERE ARE ERRORS OR PROBLEMS DURING THE INTEGRATION:

- Who should be notified for different types of errors (data quality, network performance, etc.)?

ACCOUNT FOR SECURITY, RISK, AND COMPLIANCE, BOTH INSIDE AND OUTSIDE THE ORGANIZATION:

- Does the data need to be PCI-compliant or meet other standards?

Chapter TWO:

The Integration Checklist



III. APPLICATIONS

Applications are at the heart of any integration project. This is where the work gets done. A NetSuite integration project is no different. So it's important to understand the applications being integrated, their needs, and how they interact with one another.

IDENTIFY THE APPLICATIONS INVOLVED:

- Where do the applications live?
- How do they need to be connected to one another and to NetSuite?

UNDERSTAND HOW EACH APPLICATION MIGHT DEPEND ON THE FUNCTIONS OF OTHERS:

- When and how does one application need updates from other applications?
- Which application is the process driver?
- Are the applications on-premises or cloud-based?
- How will these different kinds of applications need to interact?

IDENTIFY WHICH APPLICATIONS ARE CENTRALIZED OR DISTRIBUTED:

- Do you have different sets of applications performing the same functions across the organization (varying by regions or departments)?
- Will you need to deal with variables among the same types of data, such as different currencies or regional pricing?

DOCUMENT THE RULES YOU WILL NEED FOR EACH APPLICATION AND ITS DATA:

- Define the access controls.
- Are there any forbidden actions?
- Who is in charge of the updates?

IV. DATA

For organizations that want to excel, data-driven decisions are not a luxury. They're the baseline.

You want to mine your data and find your data gold. But your data is all over the place — in multiple applications, in the cloud, and on-premises. And if you want to make good, data-driven decisions, you need information flowing among all the applications that run your business.

In this environment, integration becomes a key to competitive survival. And not just integration itself but an integration strategy that will serve you over the long term as your business, market, and customers change.

DETERMINE ALL DATA ASSOCIATED WITH AN APPLICATION:

- Is this data either shared or similar to data for other applications? If so, how?
- For each data set type, which application acts as the system of record?
- How is the data reconciled?
- Who maintains the data sets?
- Where do you run the risk of duplicate or conflicting data?

FOR EACH APPLICATION YOU PLAN TO INTEGRATE, DETERMINE ITS DATA STRUCTURE:

- Is there a structure, such as a hierarchy, to how the data interrelates?
- What are the fields, primary keys, data types, and validation rules?
- Is there a hierarchy or dependencies among different records?
- How does the structure and identification of the data vary among the applications that will share the same data?
- Are the data fields and data labels consistent and appropriate for all application interactions?

ASSESS DATA QUALITY:

- How clean and consistent is the data?
- Will you need to consolidate or reconcile data before integrating?
- Will some data require either a one-time migration or ongoing synchronization?

Chapter THREE:

Six Common NetSuite Integration Scenarios

3

Now that we've given you a framework for evaluating the components of a NetSuite integration, let's look at some NetSuite integrations that many businesses undertake. We'll consider six:

- **Lead-to-cash**
- **EDI/supply chain**
- **Omnichannel ecommerce**
- **Professional services automation**
- **Human capital management**
- **Two-tier ERP**

In this chapter, we'll also recommend using an integration platform as a service (iPaaS) to execute and manage these integrations. Here's why: Manual point-to-point coding is costly, complex, and time-consuming. Every time either a business process changes — which they often do — or one of the applications changes, the integration will break. So maintaining hard-coded integrations can consume a lot of IT resources better spent elsewhere.

Traditional on-premises middleware, such as an extract, transform, and load (ETL) tool or enterprise service bus (ESB), lacks native connectivity to cloud applications. For most integrations, an iPaaS is the way to go.

Based in the cloud, an iPaaS equips your organization to rapidly create a unified ecosystem that connects NetSuite to every part of the business. An iPaaS can connect cloud to cloud, cloud to on-premises, and on-premises to on-premises. That gives you flexibility in any number of mix-and-match scenarios like the ones listed below.

LEAD-TO-CASH

When and how does one application need updates? Delivering an exceptional customer experience requires integrated lead-to-cash workflows and unified customer data. Standalone marketing automation, CRM, and NetSuite ERP/billing applications can lead to erratic processes and inconsistent information that leave customers dissatisfied. Those application data silos can slow internal efficiency and cash flow.

For lead-to-cash, integration focuses on interoperability among marketing automation (such as Marketo or Eloqua), CRM (such as Salesforce Sales Cloud, or Microsoft Dynamics CRM), and NetSuite ERP.

Connecting marketing automation to CRM gives sales reps valuable insights into ranked leads before contact is initiated. To go a step further, integration can extend to customer-service applications that improve service quality.

Connecting marketing and CRM to NetSuite provides end-to-end automation with a unified source of customer and revenue data. Integration streamlines the creation of simple to very sophisticated workflows and functionality to accelerate processes while your staff focuses on delighting customers.

BUSINESS RESULTS:

- Greater visibility into interactions with customers and prospects
- A consistent, streamlined customer experience
- Improved revenue reporting and forecasting
- Reduced manual work and data lookups
- Better productivity for sales and back office

EDI AND SUPPLY CHAIN AUTOMATION

How effectively distributors, manufacturers, retailers, third-party logistics providers, ecommerce merchants, healthcare organizations, and others manage electronic data interchange (EDI) has a big impact on business performance.

A seamless, EDI-driven supply chain lays the foundation for cost-efficient growth. Yet many organizations either struggle with needless complexity in EDI systems or rely on manual approaches. Both of these approaches can inhibit growth.

When integrated with NetSuite, cloud-based EDI eliminates the complexity of legacy EDI. It handles all document exchanges, from trading partner setup to data transformations, workflow configuration, communication testing, and transaction monitoring.

Using a cloud-based iPaaS with built-in EDI lets you connect complementary applications, such as CRM, ecommerce, inventory management, warehouse management, and order processing.

BUSINESS RESULTS:

- Rapid integration across both trading-partner and internal systems
- Greater agility to rapidly grow trading-partner networks
- Flexible any-to-any data transformations
- Transparent and scalable document exchange
- Reduced cost, complexity, and resource requirements

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3

OMNICHANNEL COMMERCE

Achieving customer-centric, omnichannel commerce requires synchronization across a range of applications.

While NetSuite supplies a complete commerce solution, some retailers and B2B merchants prefer a best-of-breed approach for ecommerce storefronts, point-of-sale (POS) systems, marketing automation, CRM, and other functions. Without integration, these merchants face the risk of erratic processes and fragmented data.

iPaaS makes it possible for NetSuite ERP to integrate seamlessly with complementary commerce systems. For example, NetSuite can serve as the product catalog for either an ecommerce storefront (such as Magento, Demandware, and Shopify) or a third-party site (such as Amazon and eBay).

A cloud-based integration platform provides connectivity that supports real-time inventory data online while eliminating the massive work of manual updates. Integration also transfers online orders to NetSuite for accounting and fulfillment.

By integrating across NetSuite, ecommerce, and POS systems, iPaaS makes it possible to obtain the single customer view that is essential for personalization and superior service.

B2C and B2B merchants gain visibility into inventory across channels to better fulfill orders. B2B merchants using a standalone CRM such as Salesforce Sales Cloud have a consistent record in both systems. And EDI capabilities built into an iPaaS help merchants manage transactions with large online retail partners.

BUSINESS RESULTS:

- A single customer view across systems
- Customer-centric process orchestration
- More-efficient and profitable commerce
- Real-time, multichannel inventory management
- One platform/one UI for ecommerce, B2B, and application integration

HUMAN CAPITAL MANAGEMENT

Human capital management (HCM) data is essential to a thriving business, but it's often isolated in a single HCM system or scattered across several applications. Organizations can streamline the hire-to-retain life cycle by connecting NetSuite with an HR application and complementary systems for recruiting, talent management, incentive compensation, payroll, and expense management.

iPaaS connects financials and workforce systems to generate reliable, consistent information about your employees. For example, to set up payroll integration for a new employee, data may be sent from Workday (HCM) to NetSuite (for accounting) and then on to either ADP for payroll or NetSuite's payroll functionality. Similarly, iPaaS can integrate data from NetSuite and HCM systems into a full-service employee portal covering payroll, benefits, 401K, training, time off, and more.

Integrating ERP and HCM can give you new insights and control in such areas as workforce budgeting and analytics. For example, integration makes it possible to measure the revenue impact of either sales training or high turnover in a given region.

ERP data such as revenue and profit can amplify performance reviews and staffing-optimization efforts. Tapping HCM hierarchical data can help you establish role-based ERP workflows for procurement or expense approvals.

BUSINESS RESULTS:

- Minimal need for manual data entry
- Improved employee satisfaction
- Increased visibility for organizational analytics
- Enhanced performance measurement
- Efficient role-based approval workflows

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3

PROFESSIONAL SERVICES AUTOMATION

Professional services organizations can enjoy great benefits from the NetSuite OpenAir professional services automation (PSA) system. But without orchestrated data-sharing among CRM, HR, expense management, and other applications, they can face delays, poor visibility, and manual work that hurt profitability and lower productivity. Likewise, organizations using NetSuite ERP and a third-party PSA or project management application need integration among those systems.

Sales leads may be entered as an opportunity in Salesforce Sales Cloud. Then, if and when the deal is closed, a project opens in NetSuite OpenAir to establish a consolidated view of the relevant resources, project plans, contact information, and account records. iPaaS ensures seamless automation of key business processes such as an exchange of data between:

- Salesforce opportunities and NetSuite OpenAir projects
- Salesforce accounts and OpenAir customers
- Salesforce contacts and OpenAir contacts

In addition, professional services organizations can use NetSuite ERP integration to streamline the lead-to-cash life cycle. Time, labor, and expense entries can be shared with other applications such as an HCM platform (for resource allocation, payroll, and commissions) and finance (for invoicing, reconciliation, and revenue recognition).

Integration between PSA systems and ERP systems can improve both financial reporting and forecasting, helping drive growth.

BUSINESS RESULTS:

- A single 360-degree client record
- Streamlined lead-to-cash cycle
- Greater visibility across the organization
- Better collaboration among salespeople and consultants
- Improved billable utilization and cash flow

TWO-TIER ERP

Organizations expanding through a merger or acquisition (M&A), launching new global subsidiaries, or setting up new business units face a major challenge if they try to deploy a centralized on-premises ERP (usually running at a headquarters locations) at a new entity. Implementing a duplicate on-premises ERP at a new location can mean high capital costs and months or even years of resource-intensive work.

Instead, with two-tier ERP, NetSuite can be deployed at a new entity in a fraction of the time and cost of the on-premises alternative. iPaaS plays a critical role here by connecting the two ERPs to enable global financial consolidation and reporting.

Two-tier ERP also lets you preserve existing on-premises ERP investments while equipping your subsidiaries with a more agile, cloud-based management platform.

iPaaS can also help your central headquarters gain better insights and operate more efficiently by using the NetSuite OneWorld global solution, with built-in support for 190 currencies and tax compliance in more than 50 countries. iPaaS integration streamlines reconciliation between multi-currency conversions and tax compliance by business units with the core HQ ERP.

BUSINESS RESULTS:

- Rapid cloud-based ERP deployment at subsidiaries
- Avoidance of high capital costs for on-premises systems
- Visibility into subsidiary operations for HQ management
- Real-time or scheduled data transformation and exchange
- Improved business agility and speed

Chapter FOUR:

5 Pitfalls and 4 Recommendations

4

While we were pulling together the information for this guide, we talked to some of our leading system integration partners such as OSI Digital and Eide Bailly about their experience with NetSuite integration. We did the same with the Boomi Professional Services team.

From those discussions, we came up with a list of pitfalls that often plague NetSuite integrations and some recommendations for making the integration process easier and the results more effective.

PITFALLS

PITFALL #1: REAL-TIME INTEGRATION

A focus on real-time integration isn't always a pitfall, but it can be. That's because while real-time has its place, it's often unnecessary. Moreover, many systems will not support real-time interactions without custom development. In addition, a real-time response requires more API calls.

For example, if you're pushing information from a CRM into NetSuite every time a deal closes, that may be fine with a sales staff of five, closing five deals a day. But what if that staff grows to 500? That's a lot of API calls, processing power, and load on your system. Would it hurt the business to batch that information and push it through every two hours? In most cases, the answer is no.

PITFALL #2: BAD DATA

If the data coming into the system isn't clean, the integration will suffer. Fortunately, when implementing NetSuite, you have a great opportunity to clean your data as it's moved into the system, and then put controls on it, so you limit what people can put into the system. You can enforce correct email addresses, enforce correct phone numbers, and implement an integration with postal services to validate physical addresses.

PITFALL #3: DYSFUNCTIONAL PERMISSIONING

Your integration tool should be treated as if it were a NetSuite user. Make sure the tool has access to the information it needs to integrate. But don't give it unlimited access with an admin license that has create, read, edit, and delete permissions. That's both a security nightmare and an invitation to unintentional accidents like deleting an entire general ledger!

PITFALL #4: MASTER-SLAVE

Often an organization hasn't thought through which system will be the master and which will be the slave. For example, if an account is created in Salesforce and then reflected in NetSuite, Salesforce is the master. Changes should be possible only from Salesforce. Or if the reverse is true, and accounts are created in NetSuite, then NetSuite is the master.

Do not allow changes from both systems. This would create "race conditions," where two changes "race" to the target system, but there's no business rule to determine which one takes precedence. Proper design architecture should eliminate race conditions.

PITFALL #5: FLAWED PROCESSES

Even the best integration cannot fix a flawed process. During the design phase, fix processes that are inefficient and no longer serve the organization's long-term goals. The longer you wait, the harder fixing those processes will become. Change management around business processes is always one of the most difficult aspects of any technology project.

RECOMMENDATIONS

RECOMMENDATION #1: ERROR MESSAGES

Make sure integration error messages go to the right people, and make sure that they're visible from NetSuite, not just from the integration tool. Employees will be working in NetSuite much more than in the integration tool, if at all.

RECOMMENDATION #2: BUSINESS LOGIC

If your company doesn't have an integration admin — that's usually smaller companies — put the integration business logic in NetSuite, not in the integration tool. That way, your NetSuite admins will be able to handle changes more easily. Logic should be implemented where the expertise resides.

RECOMMENDATION #3: ARCHITECTURE

Look beyond any single integration to your organization's overall goal. Even with an iPaaS, it's easy to end up with multiple point-to-point integrations. Your integration architecture should be extensible beyond any single integration.

RECOMMENDATION #4: DO DATA TRANSFORMATIONS IN THE INTEGRATION LAYER

Data transformations can be done in NetSuite, but it increases the load of the API call, which degrades performance, especially at scale. Performing transformations in the integration layer instead will reduce the load on NetSuite.

Chapter FIVE: Case Studies



SPRINKLR

Social media management vendor streamlines order-to-cash by integrating NetSuite and Salesforce.

BUSINESS GOALS

With sales volume soaring, Sprinklr, provider of the world's leading social media management suite, needed to provide finance and sales personnel with the right data to be more efficient and productive. Streamlining manual order-to-cash processes was a top priority. So was ensuring that sales reps have timely, accurate data to reply to customer inquiries. Sprinklr also wanted to strengthen financial reporting on revenue, costs, customers, products, and profitability. Achieving those goals was critical to continue its rapid growth.

TECHNOLOGY CHALLENGES

To automate order-to-cash, Sprinklr had to connect its NetSuite OneWorld enterprise resource planning (ERP) platform with Salesforce Sales Cloud. That integration would spare finance and sales teams from the time-consuming work of looking up information in one system, entering it into another, and then consolidating it in spreadsheets if needed. Previously, Sprinklr used a NetSuite-centric integration tool, but it lacked the necessary flexibility and scale.

HOW BOOMI HELPED

Sprinklr selected the cloud-native Boomi Platform based on its "sweet spot" — blending ease-of-use with robust flexibility to handle complex integrations. For example, Boomi makes it easy for Sprinklr to access its proprietary platform's API to connect with NetSuite for reporting.

RESULTS AND BUSINESS OUTCOMES

With Boomi, Sprinklr has:

- Eliminated the need to manually enter order-to-cash data, saving 300 hours a year
- Improved the sales team's responsiveness by giving it up-to-date customer invoices
- Enhanced financial analytics by integrating NetSuite with the Sprinklr platform

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“
Boomi is the sweet spot between the ease-of-use of low-code development and the flexibility needed for complex integrations. It can handle any kind of integration challenge we throw at it.
”

Eric Luehmann
Global Director of Business Applications,
Sprinklr

Chapter FIVE: Case Studies

5



EVE SLEEP

Ecommerce company focused on sleep wellness automates unwieldy manual processes, perfecting its ordering system and boosting efficiency.

BUSINESS GOALS

To remain competitive in the age of ecommerce, sleep products retailer Eve Sleep needed to offer a perfect customer experience – but it stumbled on ordering and delivery processes. So it decided to use NetSuite ERP to streamline supply chain management, align with the company’s CRM, and sync its website and inventory.

TECHNOLOGY CHALLENGES

Until early 2019, Eve Sleep used software from ecommerce giant Magento, relying on an offshore development team. All its integrations were hard-coded as custom modules in Magento, which resulted in a complex, time-consuming integration process. To address this issue, the company turned to NetSuite and Boomi.

HOW BOOMI HELPED

Eve Sleep’s adoption of Boomi helped the company carry out order processing seamlessly while making the wider system architecture work in a credible way. Eve Sleep saw immediate improvements in several areas:

- Inventory was harmonized with the website to keep track of all orders and satisfy customer demand.
- A competitive edge was gained by streamlining customer-facing processes that included order consolidation, order modification, and automated refunds.
- Processes were thoroughly tested before going live, resulting in a robust, fail-safe design.

RESULTS AND BUSINESS OUTCOMES

With help from Boomi, Eve Sleep has solved its ongoing problem of “business as usual” processes that should work but often failed. The company now can offer the perfect customer experience, with accurate website ordering, timely deliveries, and fast customer service.

By solving key customer service pain points, Boomi facilitated some of Eve Sleep’s big customer wins and helps Eve Sleep monitor customer journeys, locating and solving issues as they arise.

Thanks to Boomi’s time-saving processes, Eve Sleep employees can focus on high-value work rather than administrative tasks.

“
Boomi helped us score some big wins and improve everything from customer call resolutions to delivery times.
”

Steve Davies
Operations Director, Eve Sleep

Chapter FIVE: Case Studies



QLIK

With Boomi, analytics software vendor speeds migration to best-of-breed cloud applications — building 40+ integrations 5X faster than previously possible.

BUSINESS GOALS

When Qlik recently mapped out its large-scale IT modernization strategy, which included migrating to cloud applications, one serious weakness emerged. As a 2018 Gartner Peer Insights Customers' Choice for Analytics and Business Intelligence Platforms, the company has experienced great business growth. It now has more than 50,000 customers across 100 countries, with a global workforce of more than 2,000. But to keep up with this growth, Qlik needed to access, integrate, and manage data with far greater speed and agility.

TECHNOLOGY CHALLENGES

Amid intense growth, Qlik faced constant difficulties making its systems communicate quickly, reliably, and efficiently. For example:

- The company struggled to integrate key cloud-based business systems, including Salesforce Sales Cloud and NetSuite ERP.
- The IT team lacked visibility into the health and activity of integrations.
- The company was overly reliant on one or two traditional developers who could write custom code.

HOW BOOMI HELPED

For help powering its IT modernization efforts, Qlik evaluated several vendors. Only Boomi met Qlik's criteria for true cloud multi-tenancy with automated product updates. Connecting Salesforce and NetSuite, Boomi orchestrates pricing, configuration, and quote processes, while synchronizing data on customers, contacts, sales orders, invoices, and licensing. Boomi also connects Qlik's Workday application to ServiceNow for employee onboarding, and to Qlik analytics software to automate employee provisioning to Microsoft Active Directory, NetSuite, and Concur, the company's expense management system.

RESULTS AND BUSINESS OUTCOMES

Qlik has continually found new ways to improve its business with Boomi. First deployed in 2011, Boomi has helped Qlik scale from two to 40 integrations across the enterprise, while building integrations 5X faster than previously.

Qlik is also moving ahead with Boomi Master Data Hub for sales leads. It plans to use Boomi to enrich this information with Dun & Bradstreet data, while also sharing "golden record" information across decoupled systems in lead management processes.

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It's so much faster to build integrations in Boomi compared to custom code. Instead of having to rebuild a Salesforce connection to NetSuite, it's just there.”

Theodore Sager
Director of IT Automation, Qlik

Boomi for NetSuite Integration

Boomi partners closely with NetSuite to help more than 600 joint customers around the world say yes to faster, simpler, and more efficient integration among business units, customers, and partners. Together, we create highly connected and agile hybrid IT infrastructures. These support the rapid pace of modern business and its demand for constant innovation.

With Boomi's enterprise-class data and application integration capabilities, NetSuite customers can improve process efficiencies, while making data securely and transparently available both inside and outside the organization.

The Boomi Platform's other services include data discovery and cataloging, EDI, data mastering, API management, and workflow automation.

To learn more about how Boomi can help your organization take full advantage of NetSuite's business management platform, visit boom.com/solutions/netsuite/.

