

Webinar Summary

BI4NetSuite 2025 Updates

GURUS BI for NetSuite is a powerful, scalable solution designed to maximize the value of NetSuite data through advanced reporting, seamless integration, and AI-driven insights. It empowers businesses to gain deeper operational and financial insights while overcoming the limitations of NetSuite's native reporting tools.

Why We Created This Solution

Better Reporting

After over 20 years in the NetSuite space, we recognized the limitations of NetSuite's native reporting tools. While it delivers good operational reports, it's not a business intelligence (BI) solution. **We wanted to enhance the reporting capabilities with best-in-breed technology.**

Advanced Analytics

The goal was to create a reporting solution that **goes beyond basic charts and tables**, offering powerful visualizations like heat maps, geo maps, and more advanced pivoting and drilling functionalities.

Seamless Integration with Third-Party Data

The tool allows not just NetSuite data exploration, but also integration with other data sources like CRM systems, eCommerce platforms, and POS systems, helping users get a more complete view of their data.

How It Works

- **Proprietary NetSuite Connector:** Extracts data via REST APIs.
- **BigQuery Data Warehouse:** Serverless, scalable, and compatible with Power BI, Looker Studio, Excel, etc.
- **Prebuilt Data Models & AI Readiness:** Data views, optimized for reporting and Gemini AI capabilities.
- **Embedded NetSuite Integration:** View reports directly within NetSuite.

BI4NetSuite Architecture Overview

Proprietary Connector

We've developed a custom connector that integrates with NetSuite via REST APIs. This connector pulls data from the NetSuite data schema and transfers it into Google BigQuery, our chosen data warehouse.

Data Model

We built a proprietary data model to facilitate powerful reporting. This model is fully documented in the Data Model Navigator, which acts as a data dictionary for all fields and views available for reporting.

Platform Agnostic

The data **can be integrated with any reporting tools**, such as Power BI, Looker Studio, Tableau, Google Sheets, and more, giving users the flexibility to choose their preferred reporting engine.

Any
Reporting Tools

 Looker

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 Excel

 Power BI

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 ThoughtSpot.

 Sheets

New Features for 2025

Enhanced Report Templates

Expanded Templates for Power BI and Looker Studio: We now offer **over 30 pre-built report templates**, including executive analysis, sales analysis, purchasing analysis, project inventory, and financial analysis.

Budget vs Actuals Report: A new template that many customers requested. This allows businesses to compare their actual financial performance with budgeted figures in a single, easy-to-read report.

Item Scorecard for Inventory Analysis: A new template that provides detailed inventory reports with an item-level scorecard, helping users track stock performance more effectively.

Data Synchronization Improvements

On-Demand Synchronization: Users can now manually [trigger data synchronization at any time](#), in addition to the standard nightly sync. This feature is useful for ensuring that reports are up to date during critical reporting periods like month-end.

Audit Trail: We've added an [audit trail to track data synchronization](#). This will allow users to see when the data was synced, which flows were synchronized, and any errors that may have occurred.

AI Integration with Gemini

AI-Powered Reporting: Thanks to the integration with Google's Gemini AI, users can [leverage AI to generate SQL code](#), create calculated formulas, and get insights into data faster.

Timesheet Review Automation: For professional services organizations, [we've created AI-powered prompts to improve the accuracy of timesheet memos](#), streamlining the invoicing process.

Key Benefits for Users

Improved Flexibility: With our solution, [users can go beyond NetSuite's native reporting](#) and explore data from multiple systems in one place, creating custom reports that reflect their unique business needs.

Data Warehouse Benefits: By using BigQuery as the data warehouse, users benefit from [fast, reliable performance regardless of data volume](#), enabling real-time reporting and decision-making.

Time Savings: [The solution cuts down the typical BI implementation timeline from 9-12 months to just 4-6 weeks](#), ensuring faster deployment and quicker ROI.

Customization & Flexibility: The solution is built to accommodate custom NetSuite instances, including custom fields and records, and allows businesses to maintain a [single reporting framework for all their data sources](#).

GURUS BI List of Reports Templates

All reports now available in Power BI and Looker Studio

Sales by Product	Purchase by Territory	Income Statement
Pivot Report	Summary Charts	Consolidated Summary
Analysis Report	Detailed Analysis	Non-Consolidated Summary
Table Report	Inventory Analysis	P&L Detail
Project (PSA) Reports	Summary Charts	Balance Sheet
Summary Charts	Detailed Analysis	Consolidated Summary
Billing and Time Report	Quick Overview	Non-Consolidated Summary
Revenue by Services Report	Summary Charts	Balance Sheet Detail
Billing Over Time Report	Detailed Analysis	Year of Year Trends
Sales by Customer	Customer Overview	Summary Charts
Summary Charts	Summary Charts	Detailed Analysis
Detailed Analysis	Detailed Analysis	NEW 2025 Templates! Inventory Analysis - Item Score Card Budget Vs. Actuals
P&L	CRM Snapshot Report	
Summary Charts	Summary Opportunity Snapshot	
Detailed Analysis	Detailed Opportunity Snapshot	

Utilizing BI Tools for Data Migration

When considering a migration strategy, the Business Intelligence for NetSuite tool, created by GURUS, offers solutions such as historical data migration for legacy ERP data access, data snapshot reporting, and tracking historical changes in opportunities and inventory.

You'll have full visibility into your historical data directly within your NetSuite instance. You can generate reports, visualize key metrics, and make data-driven decisions with ease.

Our team of Data Migration experts will work with you every step of the way to ensure accuracy, integrity, and security.



***Don't let data migration challenges hold you back.
Contact us and let us simplify your data migration journey.***