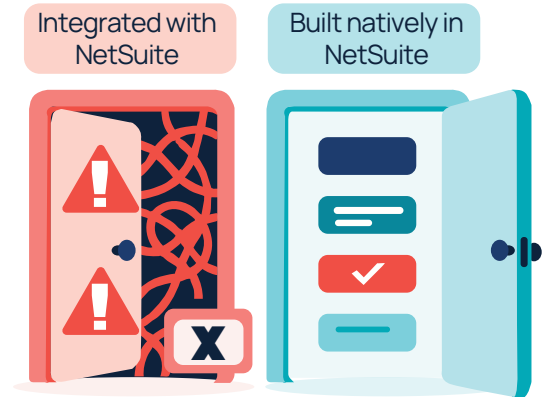**Zone&Co**

8 vendor questions to test if a finance tool is truly built for NetSuite

Expose red flags before your finance team gets stuck managing "just another integration"

Integrated with NetSuite

Built natively in NetSuite

When NetSuite can't do something out of the box – billing complexity, payables automation, payroll processing – the natural next step is to look for a tool that fills the gap.

But here's what often gets missed: Not all financial tools that "work with NetSuite" actually live in NetSuite.

And that difference matters because it determines where your data lives. Who controls it. Where your team does the actual work. How much you rely on syncs. And who's responsible when something breaks.

What 'NetSuite-native' actually means for finance tools

Lives in NetSuite
All functionality runs on the NetSuite platform – not synced from a separate app.

Uses native NetSuite data
Your data never leaves NetSuite. It's stored, processed and audited within your ERP.

Works like NetSuite
One login, one UI, one system. No portals, no sync delays, no extra tools to learn.

Visit **zoneandco.com/netsuite-native** for a breakdown of what it looks like when billing and revenue management, AP automation, payroll and reporting are all built into the ERP – not layered on top of it.

This cheat sheet gives you 8 questions to ask vendors during your next evaluation and understand if they're offering a truly NetSuite-embedded solution or just another bolt-on. Especially helpful when comparing **native SuiteApps** like Zone's to third-party ERP tools for billing, AP, payroll or reporting.

Use these questions to pressure test the vendor's claims – and then decide what tradeoffs your team is (or isn't) willing to make.

Core platform and data residency

Ask the vendor: Is your application fully hosted and executed within NetSuite's SuiteCloud platform or does it depend on external infrastructure?

Look out for this answer: "Our application is a modern cloud solution that integrates seamlessly with NetSuite via an industry-standard API. We host our powerful logic and data on secure external servers for optimal performance, regularly syncing data to NetSuite."

What a vendor offering NetSuite-native solutions will say: "Our solution is built 100% natively on NetSuite's SuiteCloud platform. All application logic executes within NetSuite's environment, with all data processing and storage directly inside your NetSuite instance."

Why this matters: Where the app actually runs directly impacts data residency, real-time accuracy, security risks and ongoing data management costs. When it's hosted outside NetSuite, you're introducing latency, new security surfaces and more moving parts – especially around compliance.

User experience and workflow integration

Ask the vendor: Can my team perform all tasks and access every feature of your application directly inside NetSuite, or will they need a separate portal and additional logins?

What a non-native SuiteApp developer might say: "Your team uses our purpose-built web interface to manage tasks. The integration syncs key data points back into NetSuite for visibility, but all day-to-day work happens in our portal. We've found this improves usability compared to working inside NetSuite."

What you can expect a native SuiteApp vendor to say: "Your team accesses and executes all functionality directly within the NetSuite user interface. There are no separate portals, logins or external applications needed. Our app lives inside NetSuite and your team logs into NetSuite to use it."

Why should you care? This tells you how much context switching, retraining and disruption your team will face. Will users need to re-learn another platform? How many hours will go to onboarding? How many tabs and clicks will it take to get work done? Even top-rated AP and AR SuiteApps on G2 and Reddit get flagged for clunky user flows and delayed syncs – all because work happens outside of NetSuite.

Scalability and business growth support

Ask the vendor: As our organization expands globally with new entities and currencies, launches new products or undergoes M&A, how does your solution support this growth within NetSuite – without us having to do custom mapping, parallel setup or rebuild the process from scratch?

Look out for answers like these: "Our platform is designed to scale with your business. When you add new entities, currencies or subsidiaries, you'll just need to update the integration mapping in our system and NetSuite. Some reconfiguration or parallel setup may be needed to ensure everything syncs correctly. For larger changes like M&A, our team can provide implementation support."

What you'll hear from a native SuiteApp provider: "Our solution is built to grow with NetSuite. Add a subsidiary, enable a new currency, complete an acquisition – your workflows extend automatically. There's no second system to map, no rebuilds and no sync lag. It's the same process, scaled."

Why it matters: Growth shouldn't come with a spreadsheet tax. Yet users of integrated and hybrid SuiteApps often report painful workarounds when adding entities – including re-implementing the same workflows in a separate system, paying upgrade fees or dealing with sync issues across currencies and time zones. How would your investors react if they learned your finance tech stack is standing in the way of growth?

Data ownership and audit trails

Ask the vendor: Does your app keep all financial data inside our NetSuite account, or somewhere else?

What you'll hear when the app isn't native: "We host your data on our own servers and push any updates to NetSuite. But don't worry, your data is always encrypted and transmitted securely."

What a NetSuite-native vendor will say: "All your data – whether it's pricing, contract terms, bank details, customer records, vendor details or invoice information – is stored in your NetSuite account using native record types."

What's at stake: When your data lives outside NetSuite, that means the control stays within the walls of an external app. There's no unified governance. No single source of truth for reporting. No consistent audit trail. It scatters your data across systems and takes control away from your team.

Reporting and analytics capabilities

Ask the vendor: Can we build custom reports and dashboards using NetSuite's reporting feature, or do I need to use your separate reporting interface?

This response signals a bolt-on: "Our integration syncs key data points back to NetSuite for your standard reports. For other analytics and specific reporting, you'll access our comprehensive dashboard where you can view detailed insights."

Native SuiteApp providers typically say: "All data flows through NetSuite's native reporting engine. You build reports using the same tools you already know – saved searches, financial reports, SuiteAnalytics. No separate login required."

The impact on your team: When analytics live outside NetSuite, you lose the ability to create unified reports that combine app data with your other ERP information. NetSuite-native reporting means one source of truth, familiar workflows and no data export gymnastics when the board asks for custom analysis.

NetSuite version compatibility and updates

Ask the vendor: When NetSuite rolls out its biannual upgrades (e.g. 2026.1, 2026.2), how does your app stay compatible? Does it update automatically with NetSuite, or follow its own release cycle with separate steps?

When you hear this, it's probably a bolt-on: "We strive to keep our app up-to-date and performing at its best, so we release updates on our own schedule and ask customers to complete a few simple steps to install them."

What a NetSuite-native vendor will say: "Our app is built natively within NetSuite as a SuiteApp, meaning it's designed to stay compatible with NetSuite's platform updates. This embedded setup keeps everything in sync and reduces integration risk, friction and IT burden for our customers."

The real impact: If your app and ERP fall out of sync, it's possible that a NetSuite update will cause the app to break, or vice-versa, especially when third-party solutions rely on custom scripting in NetSuite. That can create errors that are difficult to spot – or take down your ERP when you least expect it.

Support and NetSuite platform expertise

Ask the vendor: How experienced is your support team with NetSuite – not just your product aspects, but the ERP itself?

Look out for this type of answer: "Our experienced support team is here to help you every step of the way. We know our platform inside and out and can assist with any integration questions. For NetSuite-specific issues, we'll guide you to the appropriate NetSuite support resources."

What you'll hear from a native SuiteApp provider: "Our support team works in NetSuite every day – we have decades of ERP-specific experience. If and when something breaks, we don't escalate it somewhere else. We fix it, because we understand how it runs inside your NetSuite environment."

Why is this important? What happens when you can't close a month because your data isn't flowing properly – and the only person who knows the custom script is on vacation? When issues come up, you don't want your team caught in back-and-forth between vendors. Many customers of integrated and hybrid SuiteApps report online that support doesn't understand NetSuite, blames connection issues on the ERP or leaves users stuck waiting for answers that never come.

Built for NetSuite (BFN) certification

Ask the vendor: Is your app 'Built for NetSuite' (BFN) certified by Oracle NetSuite? If so, which specific BFN badge (Native, Integrated or Hybrid) does it hold, and what components of the application are covered under this certification?

Pay attention when the answer sounds like this: "Yes, our solution is proudly 'Built for NetSuite' certified with an 'Integrated' badge. Our API connections meet NetSuite's standards, ensuring smooth data synchronization and basic record transfers."

What you'll hear from a native SuiteApp provider: "Our app is a native SuiteApp, fully certified as Built for NetSuite. Everything – logic, data, interface – runs on SuiteCloud with no external servers and no disconnected systems. It behaves like NetSuite because it is a part of NetSuite."

Why this matters: The 'Built for NetSuite' (**BFN**) badge tells you how a SuiteApp is built. Only **native** apps run entirely inside NetSuite – **integrated** and **hybrid** SuiteApps don't. If the app isn't listed as native on www.suiteapp.com, assume it's not.

When you hear "integrated with NetSuite" – look closer.

Integration can mean anything from a simple data sync to full native functionality.

The vendor selling you an "integrated" or "hybrid" solution might keep your data on external servers, require separate logins and break when NetSuite updates. Meanwhile, your team patches sync failures with manual uploads and prays nothing crashes during month-end close.

True NetSuite-native tools don't integrate with your ERP – they become part of it.

Your data stays put. Your team works where they already know how to work. Updates happen automatically. Support understands both the app and NetSuite because they're the same thing.

So, before you commit to "integrated" or "hybrid" – ask the tough questions. This cheat sheet helps you do exactly that. Use it to cut through the noise, test vendor claims and find the finance tech that's truly built for NetSuite.

With NetSuite-embedded finance automation, our customers typically see the ROI in 6-9 months through:

◆ **90% increase** in billing efficiency with real-time data sync between NetSuite and Salesforce

◆ **75% faster** bill turnaround

◆ **100% bank reconciliation accuracy** and faster month-end close

◆ **80% reduction** in manual workload

◆ **Three months of payroll admin cut** each year

◆ **100% data accuracy** and reliable reporting across multiple countries and currencies

Want to see what changes when your most important financial processes run where they belong – in NetSuite?
Let's talk.

Zone&Co

Finance without friction. NetSuite elevated.

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.