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## NetSuite 2025 Release 2: What's new for HouseBlend Clients

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NetSuite's 2025.2 release (rolled out July 2025) delivers a host of new ERP, CRM and commerce features powered by AI and automation. Key highlights include AI-driven analytics, smarter financial planning, industry-specific dashboards, and new integration tools.

For HouseBlend clients – especially those in energy (oil & gas, renewables) and e-commerce – these updates mean faster insights, fewer manual processes, and tighter end-to-end integration across sales, operations and finance. Below we unpack the major enhancements and how they apply to ERP/CRM needs, industry scenarios (oil & gas, renewable energy, e-commerce) and next steps for existing HouseBlend clients.

### NetSuite 2025.2: Key Enhancements

NetSuite 2025.2 builds on its unified cloud ERP/CRM platform with several important capabilities:

- **AI-Driven Analytics:** A new *Contextual Insights* feature in Analytics Warehouse automatically generates comparative, narrative insights and visualizations on selected data sets. Likewise, *Job Analytics Insights* in the Close Management and Consolidation module uses generative AI to turn technical log data from financial close jobs into clear action items. These tools help finance and operations teams pinpoint issues and opportunities without manual analysis.
- **Smarter Planning & Forecasting:** The release adds **multivariate forecasting** to NetSuite Planning and Budgeting – letting you analyze multiple related drivers (like sales, marketing spend, inventory) together. A built-in machine learning model automatically selects the best forecasting method for more accurate, data-driven projections. It also extends **Intelligent Performance Management (IPM)** into Excel/Word/PowerPoint (via Smart View) for AI-assisted analysis. This gives companies finer control over budgets and demand planning.
- **Industry-Specific Dashboards & Roles:** New dashboards and roles target verticals and use cases. For example, software/SaaS businesses get **pre-built SaaS metrics and a “SaaS 360” Dashboard** to automatically track recurring revenue KPIs **netsuite.com**. Healthcare and compliance-driven firms gain an AI assistant in *Compliance 360* to summarize audits and suggest actions. Project-based and multi-site companies see two **specialized user roles** – a *Project Manager* role for SuiteProjects (manage resources, projects, time/expense) and a *Site Operator* role for facility/site operations. These roles are priced lower per user and focus functionality on role-specific tasks.
- **Commerce & Transactions:** The release streamlines commerce and invoicing. NetSuite introduces a **Connector for Square POS**, which automatically syncs products and orders from Square into NetSuite to eliminate manual data entry **netsuite.com**. It also expands **e-Invoicing** support: US companies can now send compliant electronic invoices over the DBNA exchange network, improving accuracy and lowering costs **netsuite.com**. Additionally, global commerce gets easier with *Text Enhance* translations in 22 languages and a refreshed commerce theme (as of 2025.1) for SuiteCommerce storefronts.

These features underscore NetSuite’s strength as an integrated ERP/CRM suite. In fact, one advantage of NetSuite’s platform is that CRM and ERP share a single data model: sales, inventory, financials and customer data all live together for a unified view. The new release’s AI tools and connectors simply extend this integration – for example, the Square connector links retail sales data directly into the ERP, and AI-driven insights pull from the combined ERP/CRM data.

## Summary of 2025.2 Highlights:

- AI-powered **Contextual Insights** and **Job Analytics** for automatic data narratives
- **Multivariate forecasting** and IPM in planning/budgeting for smarter financial plans

- Pre-built **SaaS 360 Dashboard** and KPIs for high-tech firms **netsuite.com**
- New **Project Manager** and **Site Operator** user roles for field/multi-site teams
- **Square POS connector** and expanded **e-invoicing** for commerce efficiency **netsuite.com**
- Global commerce enhancements (language support, theme updates) for SuiteCommerce stores.

## ERP, CRM and Commerce in NetSuite

NetSuite's core strength is its unified ERP/CRM/commerce platform. By running financials, inventory, customer relationships and web stores in one system, companies gain a single source of truth. As one NetSuite article notes, an integrated CRM "aligns customer data with financial and operational data, providing a comprehensive view of business performance and customer needs". HouseBlend clients benefit from this in practice: sales quotes, orders and support cases flow seamlessly into the back-office ledgers and inventory.

In NetSuite 2025.2, that integration is strengthened. For example, SuiteCommerce (NetSuite's e-commerce solution) runs on the same database, so online orders automatically update inventory and finance. A recent case study showed a manufacturer using SuiteCommerce Advanced to link its online sales with NetSuite's back-end ERP, drastically speeding up order processing **houseblend.io**. Now, 2025.2 adds tools like the Square connector to extend this connectivity to in-store POS systems **netsuite.com**. Global commerce is easier too: the updated SuiteCommerce theme (2025.1) and new translation features mean web stores work smoothly across regions.

In short, NetSuite ERP + CRM + SuiteCommerce already bring together operations from web to warehouse. Release 2025.2's enhancements – AI insights, automations and connectors – make that end-to-end process faster and smarter. Sales teams get clearer pipeline visibility, customer service sees up-to-date order and support data, and finance has real-time accounting without manual imports. HouseBlend consultants can help tailor these integrated workflows: whether configuring workflows in NetSuite ERP or customizing SuiteCommerce stores, we ensure your sales and commerce data flows into NetSuite's unified system seamlessly.

*Offshore oil and gas drilling platform.* NetSuite OneWorld is well-suited for oil & gas companies running multiple entities with complex assets. In fact, NetSuite supports **multi-entity oil & gas operations** – handling things like unit-cost accounting, asset depreciation and compliance reporting across wells, fields and regions. For example, NetSuite can consolidate financials from offshore rigs and pipelines in different countries while enforcing local regulatory requirements. In Release 2025.2, new analytics speed up these processes: the *Job Analytics Insights* feature in Close Management will translate intercompany consolidation logs into actionable alerts so finance teams catch and fix errors faster. Similarly, the new multivariate forecasting in Planning and Budgeting helps oil & gas firms predict supply and demand across complex operations (e.g. linking crude oil production schedules with sales forecasts). HouseBlend's oil & gas ERP clients can leverage these updates to reduce manual

close time, improve forecasting of exploration costs vs. revenue, and gain real-time visibility into their far-flung assets.

## Renewable Energy and Project-Based ERP

*Wind turbines generating clean energy at sunrise.* NetSuite is also increasingly used in renewable energy projects and utilities. A typical solar or wind farm project involves budgeting capital expenditures, managing contractors and assets, then billing energy sales – all of which NetSuite can handle in one system. For instance, an emerging solar operator could use NetSuite to track project development costs, supplier contracts for panels, and billing of power-purchase agreements in one place. Release 2025.2 adds new tools for these project-centric scenarios: the specialized *Project Manager* user role (with time/expense and resource management in SuiteProjects) helps site teams collaborate more efficiently. Planning improvements (multivariate forecasting) give renewable firms better ways to model costs and output under different scenarios. And AI-enabled analytics can flag unusual cost overruns or production shortfalls early. In short, renewable-energy clients can use NetSuite 2025.2 to gain tighter control over project budgets and operations – from building a wind farm to managing ongoing maintenance – all within the same ERP platform.

## E-Commerce and Retail Businesses

NetSuite has long been a leader for e-commerce and omnichannel retail companies. It helps online businesses “streamline the order-to-cash cycle, manage fast-changing product inventories, and scale up to meet surges in demand” while keeping finances in sync. Many brands running high-volume web stores use NetSuite/SuiteCommerce for exactly those benefits. For example, a distributor implemented NetSuite and SuiteCommerce to automate order processing and saw faster order cycles and a reduction of manual tasks **houseblend.io**. Release 2025.2 continues this trend by automating routine commerce tasks. The new **Square POS connector** directly imports point-of-sale orders into NetSuite, keeping inventory and sales unified without manual CSV imports **netsuite.com**. The enhanced **Contextual Insights** can now surface e-commerce trends (e.g. alert you if a product’s pick rate or cart-adds spike) without writing any BI queries. And improved e-invoicing reduces billing errors for B2B orders. For HouseBlend’s retail and e-commerce clients, these updates mean faster order fulfilment, fewer stock-outs, and smarter promotions. All sales channels (web, in-store, phone) are more tightly connected to the back-office, giving management an accurate, real-time picture of demand and cash flow **netsuite.com**.

## Next Steps for HouseBlend Clients

NetSuite 2025 Release 2 is automatically applied to all accounts, so the new features will be available to all users once the release date passes. However, **planning how to use them is key**. We recommend that existing HouseBlend clients schedule a consult to review the 2025.2 highlights and your specific NetSuite setup. Our experts can:



- **Review Your Environment:** We'll assess which new features apply to you (e.g. does the Square connector or new user role fit your model?) and plan any configuration or training needed.
- **Optimize Workflows:** HouseBlend can customize dashboards, SuiteAnalytics Workbooks or SuiteScripts to take advantage of features like Contextual Insights, SaaS metrics, or new data sets in planning.
- **Implement Best Practices:** We'll apply industry best-practice templates (SuiteSuccess vertical tools) to leverage the specialized roles and dashboards. For example, we can set up the SaaS 360 dashboard for high-tech clients or configure SuiteProjects for renewables.

**Ready to get started?** Book a consultation with our NetSuite experts today to learn how NetSuite 2025.2 can be tailored to your business. Visit our **Book a Meeting page** to schedule a session. HouseBlend will help you map the latest NetSuite innovations onto your ERP/CRM processes so you can fully leverage this release.

**Sources:** Official NetSuite release notes and articles [netsuite.com](https://netsuite.com); HouseBlend industry overviews [houseblend.io](https://houseblend.io).