



[Home](#) / [Blog](#)

Unlocking the Power of Generative AI with NetSuite 2025 Release 1: A Transformational Leap for Businesses

February 17, 2025

NetSuite has just taken a giant leap forward with its **2025 Release 1**, and one of the most exciting updates is the integration of **Generative AI**. This new feature harnesses the power of artificial intelligence to streamline business operations, automate repetitive tasks, and improve the quality of content across the platform. Whether you're generating reports, drafting emails, or summarizing data, these

new AI-driven capabilities are here to make your workflow smarter and more efficient.

In this post, we'll dive into how **NetSuite's Generative AI features**, specifically the **N/Ilm module** and **Prompt Studio**, can elevate your business operations.

What's New in NetSuite 2025 Release 1?

The most significant update in NetSuite 2025 Release 1 is the introduction of Generative AI tools. The two standout features are:

- **The N/Ilm Module:** A powerful tool that lets developers integrate AI into their NetSuite customizations, allowing them to generate text content based on user input. This module is built on Oracle Cloud's generative AI, enabling businesses to create content like sales reports, customer emails, and even invoices with ease.
- **Prompt Studio:** A new user-friendly interface that allows you to customize the style, tone, and formatting of the AI-generated content. With Prompt Studio, you can ensure that your AI outputs align with your company's voice and maintain consistency across all communication.

How Does Generative AI Help Businesses?

Let's take a closer look at how these powerful AI tools can benefit your business.

1. Time and Efficiency Gains

One of the biggest advantages of generative AI is how it significantly reduces the time spent on creating routine content. For instance, imagine a financial analyst who needs to produce detailed reports at the end of the month. With NetSuite's **AI-driven Narrative Reporting**, the system can automatically generate summaries and highlight trends, cutting down the time it takes to produce these reports.

While this doesn't mean you won't need to review the reports, the AI drafts give you a great starting point, allowing you to focus more on strategic decision-making rather than manually typing out lengthy summaries.

AI can also be used for **automating customer communications**, like creating personalized emails, generating order confirmations, or following up on service

tickets. Instead of spending hours writing these emails, AI can produce them quickly, saving your team valuable time.

2. Personalization at Scale

The potential for personalization at scale is one of the most exciting aspects of generative AI in NetSuite. By leveraging customer data, you can automatically generate tailored emails, product recommendations, and even reports that reflect each client's unique needs and preferences.

For example, if you're a retail business, NetSuite's AI could create personalized follow-up emails after a customer makes a purchase, suggesting products based on their shopping behavior. Similarly, it could generate **customized invoices** or tailored product descriptions for your e-commerce site, all without the need for manual input.

It's important to note that the AI isn't automatically pulling from customer data—it requires properly set-up prompts that pull in the right details (like the customer's name, preferences, or order history) from NetSuite's records. So, while the potential for personalization is huge, businesses will need to configure the system appropriately.

3. Cost Efficiency

Generative AI can lead to significant cost savings by reducing the need for additional resources. For example, if your business has a team of copywriters or customer service reps who spend a lot of time creating content or responding to customer queries, AI can step in to help automate those tasks.

This doesn't mean you'll completely eliminate the need for human involvement, but it can dramatically reduce the amount of time your team spends on routine tasks, freeing them up for higher-value work. Instead of spending hours writing customer support emails, AI can generate those emails in seconds, leaving your team to focus on more complex customer issues.

Of course, there are costs associated with the AI usage itself, as it operates on a cloud service that requires appropriate service subscriptions. So, while you might save on labor costs, businesses should account for the AI consumption cost when scaling its usage. NetSuite allows businesses to monitor this through built-in usage tracking to help manage those costs effectively.

4. Scalability

Another major advantage of **generative AI** is scalability. As your business grows, so do your content and communication needs. AI allows you to easily scale up without needing to hire additional staff. Whether you need to create thousands of custom invoices or draft personalized marketing emails, generative AI can handle high volumes quickly and efficiently.

The scalability aspect is especially useful for businesses that are scaling rapidly and need to generate large amounts of content without corresponding increases in operational costs. AI-powered content generation means you don't need to hire an additional team of writers as your customer base expands.

As with personalization, scalability with AI is largely dependent on how you configure it. NetSuite's tools let you scale AI usage, but businesses need to ensure that the right infrastructure is in place to manage large volumes of AI-generated content efficiently.

How Does Generative AI Work in NetSuite?

The N/Ilm Module

The **N/Ilm Module** is a SuiteScript 2.1 API that allows developers to integrate **Oracle Cloud's Generative AI** directly into NetSuite. By feeding AI prompts, businesses can generate natural language text for reports, emails, invoices, and other content.

Here's an example: imagine you need to create a sales report that summarizes monthly performance. Using the `N/Ilm.generateText()` function, you could automate the generation of a text-based summary. The AI will read the relevant data (e.g., sales totals, key highlights) and provide a summary for you. While this is still in the early stages, the **N/Ilm module** represents a **powerful step** toward automating content creation.

Prompt Studio

Prompt Studio is an interface that allows NetSuite admins to create, configure, and customize AI prompts, ensuring that the generated content fits your company's tone and style.

It's not a plug-and-play system—creating high-quality prompts requires some configuration. However, once you set it up, the AI can generate content in the exact format you need. For instance, you can create an email template prompt that specifies a formal tone and uses customer names or order details, helping you create consistent communication at scale.

The Future of AI in NetSuite

The introduction of generative AI in **NetSuite 2025 Release 1** is just the beginning. As Oracle continues to develop these tools, we can expect even greater capabilities, such as more refined natural language processing, deeper integration with other NetSuite modules, and advanced features like AI-powered predictive analytics.

NetSuite is positioning itself at the forefront of business automation by integrating **AI and machine learning** tools that work seamlessly with its ERP system. The potential for businesses to streamline operations, automate processes, and enhance customer experiences is enormous—and with generative AI, that future is now.

Conclusion

NetSuite's **Generative AI tools** in **Release 2025.1** represent a major advancement in how businesses can operate more efficiently. From saving time on content creation to enabling scalable personalization, the **N/Ilm module** and **Prompt Studio** unlock new possibilities for businesses of all sizes.

While these tools won't eliminate the need for human oversight, they offer significant productivity gains and cost efficiencies. As more businesses adopt these features, we'll see AI become an essential part of the **NetSuite ecosystem**—helping companies scale, automate, and thrive in an increasingly digital world.

Are you ready to leverage the power of generative AI? With NetSuite 2025.1, your business can unlock new levels of efficiency, personalization, and growth.

Why Houseblend?

At Houseblend, we specialize in helping businesses optimize their NetSuite implementation and drive efficiency through tailored ERP solutions. Whether

you're looking to integrate advanced AI features like those in NetSuite 2025 Release 1 or simply need assistance with system customization and process automation, our expert team is here to help.

We have a proven track record of empowering businesses to maximize the full potential of their NetSuite investment, streamline operations, and scale with ease. Let us help you unlock the power of generative AI and more, so you can stay ahead of the curve.

[**Get in touch with Houseblend today**](#) to learn how we can help transform your business operations with NetSuite's latest features.

Reach out now to schedule a consultation and start your journey toward greater efficiency and innovation!