

Webinar Summary

AI 4 NetSuite Q4 2025

All updates are live for new customers and can be rolled out to current customers on request. If you're interested in enabling these updates, [please contact your account representative or support team.](#)

The Language of AI and the Context Gap

Large Language Models (LLMs) such as Claude, ChatGPT, and Gemini leverage natural language to mine enterprise data. However, these models lack inherent business context, leading to a “context gap”. Without precise guidance, an LLM might misinterpret data—for example, pulling a “posting date” instead of a “creation date” for an audit. **To bridge this gap, GURUS Solutions emphasizes Prompt Engineering, utilizing the Three C's.**

Clarity: Defining all terminology used within the language models.

Context: Providing background information so the model understands specific field requirements.

Constraints: Setting limits on fields, dates, and datasets.

The AI for NetSuite Journey: 3 Levels of Maturity

| Level | Focus | Key Actions/Tools | Value Proposition |
|-----------------------------------|--|---|--|
| Level 1: Tactical AI | Automating tasks and boosting team productivity within NetSuite. | Activate NetSuite Text Enhance and Financial Exception Management. Use NetSuite Prompt Studio | Immediate efficiency gains, reduced manual review time, consistent brand voice. |
| Level 2: Strategic AI | Deep, strategic analysis of ERP data to ask “why” and “what’s next”. | Securely link NetSuite data to an LLM (e.g., Claude) using the NetSuite AI Connector Service. | Go beyond built-in tools to ask conversational, strategic questions (e.g., cash flow prediction). |
| Level 3: Enterprise AI | Unifying all data (NetSuite, CRM, WMS, etc.) for cross-functional decision-making. | Centralize data in a Data Warehouse (e.g., GURUS BI for NetSuite). Connect a BI platform and LLM (like Claude) to this unified data | Enables holistic, end-to-end analysis across the full lead-to-cash journey and non-NetSuite data like Salesforce |

Live Demo Highlights

Guru's AI Chatbot: A native tool for quick inquiries (e.g., “What’s our top-selling item?”) and specialized “Terminal Views” for onboarding new staff with internal SOPs.

Strategic Insights with Claude: Leveraging LLMs to generate morning executive debriefs, GL anomaly visualizations, and security audits.

Cross-System Analysis: Using a data warehouse to marry NetSuite financial data with Zendesk support tickets to analyze customer sentiment and profitability.

The Vision for 2026: Marrying AI with BI

GURUS Solutions’ vision is to evolve traditional, pre-built Business Intelligence (BI) dashboards into dynamic AI agents. These agents will query highly structured data models to generate real-time visualizations and operational analyses on the fly.

Connect: Fast access to the NetSuite data schema with no data access limitations.

Optimize: Transform raw NetSuite data into easily consumable datasets along with other enterprise data.

Analyze: Use any LLM Model (like Claude, ChatGPT, or Gemini) to query and analyze your data.

The GURUS AI Data Model supports this by being evolving, scalable, optimized for data warehousing, and fully documented with over 95 views to extend data for easier query and analysis.



The GURUS AI Data Model Advantage

The GURUS AI Data Model is the key to achieving Level 3 Enterprise AI, solving the complexity of combining NetSuite data with external sources.

Evolving and Scalable: The model is continually updated.

Knowledge Base: It’s based on years of accumulated documentation.

Optimized for Data Warehousing: It transforms raw data into easily consumable datasets.

Extended Data Access: It provides 95+ views to extend data for easier query and analysis.

Documentation: It is fully documented in the GURUS AI Data Model Navigator.