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Learning

The new artificial intelligence and machine learning based capabilities enable businesses to glean better insights, drive efficiencies by further automating processes and determine the next best action with predictive actions.

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With a goal of “providing customers with the tools and insight required to meet rapidly evolving business demands,” Oracle NetSuite has launched what it says is the world’s first intelligent cloud suite. By natively building powerful artificial intelligence and machine learning-based capabilities within its leading cloud business management suite, [NetSuite](#) can deliver the insight, interaction and automation customers need to grow their business. The company announced the launch during its annual conference in Las Vegas.

“A pioneer in the cloud, NetSuite has long been a leader in providing powerful business intelligence across its suite,” said Jim McGeever, executive vice president, Oracle NetSuite. “With new artificial intelligence and machine learning capabilities within NetSuite, we’re equipping our customers to understand not only what’s happened with their business, but what will happen in the future and how they can stay ahead.”

Businesses can no longer rely on backward-looking data or traditional business intelligence (BI) systems to successfully grow, scale and adapt to change. To provide

the real time-insights businesses need today, NetSuite has built upon its existing

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in the years to come.”

The new artificial intelligence and machine learning based capabilities enable businesses to glean better insights, drive efficiencies by further automating processes and determine the next best action with predictive actions. The intelligent cloud suite can deliver benefits to business users across the organization.

- **Finance and Procurement Professionals:** AI and machine learning enables finance professionals to improve audit risk analysis, analyze past payment history with vendors and customers and enhance cash flow predictions, a key pain point for growing businesses.
- **HR Professionals:** AI and machine learning enables HR professionals to create profiles of the best candidate based on existing top performers, predict high performers who might be a flight risk and better automate employee self-service by identifying what questions employees might have based on role, time of year or other factors.
- **Supply Chain Professionals:** AI and machine learning offers supply chain professionals the potential to not only identify risks or potential upcoming problems in the supply chain but, as it learns, provide potential solutions.
- **Manufacturing Professionals:** AI and machine learning helps manufacturing professionals optimize labor schedules in the warehouse based on past performance or predicted demand and identify machinery in need of maintenance before it becomes a problem.
- **Commerce Professionals:** AI and machine learning helps commerce professionals significantly boost searchandising and improve online sales and conversions by serving up products customers are more likely to buy based on key indicators such as past purchases, search history and results of similar buyers.

- **Customer Services Professionals:** AI and machine learning provide

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- **Sales Professionals:** AI and machine learning for sales teams support intelligent interactions guiding agents through the sales process, personalizing it for the prospect, the product and upsell, and cross-sell opportunities.

“Data is the new gold. With NetSuite, we have real-time insights and visibility into all of our key performance indicators, enabling us to make lightning fast decisions,” said Tony Drockton, Founder and CEO of [Hammitt](#), a Los Angeles-based luxury accessories brand. “Building in intelligence and automation will make using NetSuite easier and more powerful than it already is.”

Accounting • Artificial Intelligence • Auditing

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