

It's All Systems Grow.... for PSOs

BOTH ORACLE AND NETSUITE HELD THEIR ANNUAL CONFERENCES, WHICH YIELDED SIGNIFICANT ANNOUNCEMENTS AND BENEFITS FOR PROFESSIONAL SERVICES ORGANIZATIONS.

INTRODUCTION

Oracle (CloudWorld) and NetSuite (SuiteWorld) held annual conferences in Las Vegas from September 9th to 12th. The keynotes offered insight into how fast the market is changing. The most significant presentations came from Oracle Chairman and Chief Technology Officer Larry Ellison about the future of technology and Oracle's role in it, and NetSuite Founder and Executive Vice President Evan Goldberg about how NetSuite's customers will benefit.

As one might imagine, the conference had so many relevant announcements that SPI Research couldn't analyze all of them. Considering that SPI Research focuses on *professional services organizations (PSOs)*, this Research Note highlights some of the announcements SPI believes are most relevant to improving productivity and profit in PSOs.

ARTIFICIAL INTELLIGENCE DOMINATED

As expected, every session referenced artificial intelligence (AI) and its impact on technology and Oracle and NetSuite solutions. This is consistent with other conferences, but NetSuite and Oracle had so much to offer, which was not seen in other venues. Net Suite has taken advantage of the Oracle Cloud Infrastructure (OCI), embedding its leading AI services into NetSuite's applications. NetSuite's solutions are very secure and support privacy and security. No customer data is shared

with other Large Language Models (LLMs) providers or seen by different customers.

NetSuite introduced several different offerings with embedded AI, some of these include:

- **NetSuite Financial Exception Management** to help customers quickly detect financial exceptions and assess risk.
- **NetSuite Suite Analytics** assistance to help more rapidly extract information from their workbooks and create reports and visualizations.
- **NetSuite SuiteAnalytics Assistant** helps customers create reports and visualizations and retrieve information from their workbooks using a Gen AI natural language interface.

THE ORACLE VISION

Oracle is significantly advancing its AI capabilities into the center infrastructure. According to Larry Ellison, Oracle's Founder and CTO, the company is constructing an 800-megawatt (mw) data center featuring extensive Nvidia GPU clusters to train one of the world's most significant AI models. Additionally, Oracle is in the planning stages for another data center that will require over one gigawatt (gw) of power and will be powered by nuclear reactors.

Ellison went into how AI will change company operations. So much repetitive, non-value-added,

but essential processes can be automated through AI. For instance, preparing the IT infrastructure takes significant time, and mistakes can create problems. This process can be automated through AI so that humans just provide quality control. AI, like every new technology, will end up helping organizations grow, not eliminate people. It's just that work will change, and educational systems everywhere will have to adapt.

which has improved its UI and provided greater accessibility across PSOs.

THE NETSUITE VISION

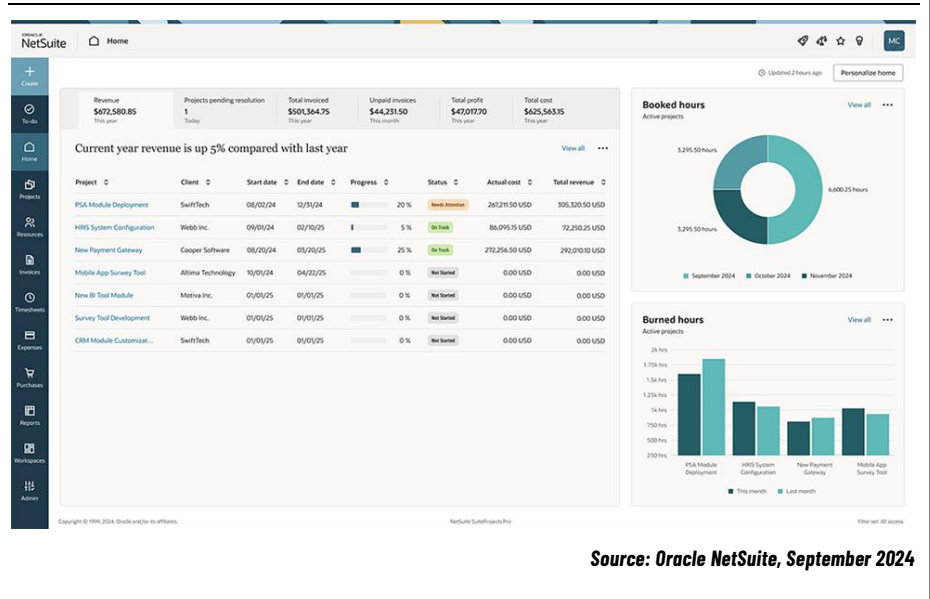
While Larry Ellison provided a vision for Oracle and information technology overall, Evan Goldberg of NetSuite, brought these changes back to the applications PSOs use to run their businesses. SPI Research found how AI improves all aspects of professional services organizations and every other industry intriguing. The following sections highlight a few of the most significant announcements.

MAJOR ANNOUNCEMENTS

Oracle Redwood

Oracle introduced the Redwood Design System (user interface) in 2019. It began to be deployed as an optional feature in 2024 and is being implemented automatically across the Cloud environment. Recent Oracle Redwood user experience enhancements include helping customers increase productivity and improve the user experience with global search, role-specific and actionable task lists, and a visually engaging home page for critical metrics, KPIs, and charts. Now, all NetSuite applications use this design,

Figure 1: NetSuite SuiteProjects Pro in the Redwood Design



Source: Oracle NetSuite, September 2024

SuiteProjects Pro

Oracle NetSuite announced plans to deliver a new AI-powered extension to its project management solution, NetSuite SuiteProjects. NetSuite SuiteProjects Pro—formerly known as NetSuite OpenAir—includes a new user experience and advanced capabilities to help organizations reach their goals more quickly and efficiently by reducing risk, optimizing resource allocation, increasing productivity and profitability, and scaling operations.

SuiteProjects Pro replaced OpenAir, but not only in name. SuiteProjects Pro is a significant enhancement of the solution. Utilizing Oracle's Redwood user interface technology, SuiteProjects Pro looks like a new solution built how professional executives would like. What's always great about NetSuite is that they offer SuiteProjects using the NetSuite solution. Still, many organizations with various business applications outside Oracle choose SuiteProjects

Pro as their Professional Services Automation (PSA) solution.

NetSuite SuiteProjects Pro provides a complete service delivery-focused solution that applies new AI-powered capabilities to help customers monitor the health of projects and accelerate project planning. With NetSuite SuiteProjects Pro, project managers can take advantage of:

- AI-powered project risk analysis: This tool helps customers monitor project health, anticipate and mitigate issues, and

prevent delays by proactively calculating and analyzing project risks based on historical data and key metrics.

- AI-powered staffing recommendations to help customers accelerate project planning, improve resource allocation, and increase project efficiency by matching projects with the right talent and available skills upon project creation

NetSuite SuiteProjects Pro is a game changer for the company as it replaces OpenAir. OpenAir was one of the leading PSA solutions, and now SuiteProjects Pro just raises the bar on PS performance. SPI Research expects a significant uptick in sales as this solution evolves.

There were many other announcements at SuiteWorld, some of which include:

- AI-powered solutions to increase productivity and collaboration.
- Improved training resources through NetSuite Guided Learning.

- SuiteProcurement procurement automation with vendor integrations from Amazon Business and Staples Business Advantage.

"As businesses expand, their needs become more complex, and projects require more intentional monitoring and resourcing to maintain project profitability and meet key milestones. NetSuite SuiteProjects Pro enables project-based businesses to take advantage of the latest advancements in AI to improve the speed of workflows and increase efficiency by automating staffing, scheduling, budget tracking, and billing."

Evan Goldberg, Founder and Executive Vice President, Oracle NetSuite

CONCLUSIONS

The technology and business application markets are in an exciting and potentially challenging era, as significant changes due to AI impact application vendors and how they develop and utilize information. The good news for Oracle and NetSuite customers is that they have the systems and people to succeed in the long term—and 2024 is just the beginning.

As SPI Research discussed in its [2024 Project-based ERP report](#), NetSuite is one of the leading providers of business applications to the professional services market. This conference demonstrated this fact and showed it is not relinquishing it.

Service Performance Insight (SPI Research) is a global research, consulting, and training organization dedicated to helping professional service organizations (PSOs) make quantum improvements in productivity and profit. In 2007, SPI developed the PS Maturity Model™ as a strategic planning and management framework. It is now the industry-leading performance improvement tool that over 50,000 service- and project-oriented organizations use to chart their course to service excellence.

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