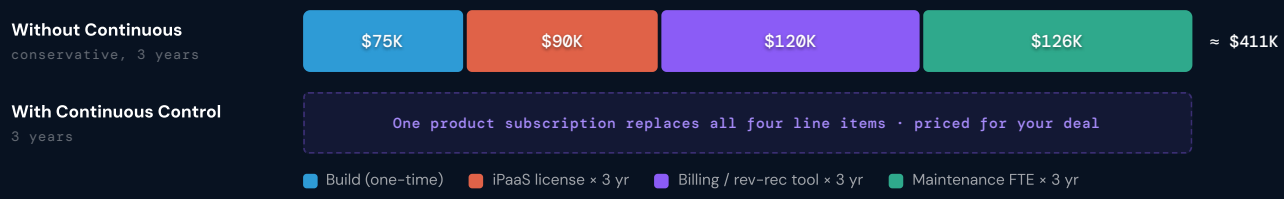
Connecting Salesforce to NetSuite has a price. Most companies pay it four times.

Run Salesforce for revenue and NetSuite for finance, and keeping them in sync means four recurring bills: **a build project**, **a middleware license**, **a bolt-on billing or revenue tool**, and **the people who keep it all running**. Continuous Control is native on both platforms, so those line items simply do not exist. The figures below are published benchmark ranges, with the headline math taken from the **conservative low end** of each.[1–5]

THE FOUR LINE ITEMS, SIDE BY SIDE

	WITHOUT CONTINUOUS	WITH CONTINUOUS CONTROL
Build ONE-TIME	A consultant or SI project: field mapping, error handling, testing, cutover. Typical Salesforce to NetSuite builds run **3 to 6 months** before the first invoice syncs.[1] **$25K–$200K+ one-time** headline uses $75K	Install two packages and run the guided connect wizard. Field mappings ship in the product and stay editable in the Mapping Editor. **Live in days, not months.**
Integration tooling ANNUAL	An iPaaS or middleware license just to carry the traffic between the two systems, before any implementation services.[2] **$7K–$100K+ / yr** headline uses $30K/yr	**No middleware.** Salesforce talks to NetSuite in one signed call, native on both platforms. No connectors, no per-task pricing, no integration platform to license or operate.
Third-party billing & revenue tools ANNUAL	A separate subscription-billing or revenue-recognition platform wedged between CRM and ERP, with its own implementation and its own reconciliation surface.[3] **$12K–$150K+ / yr** headline uses $40K/yr	Salesforce Revenue Management owns quoting and billing. Continuous mirrors the full order graph into NetSuite and runs revenue there: obligations, schedules, recognition, with a **bridge to native NetSuite ARM** when revenue gets complex.
Run & maintain ANNUAL	Someone owns the pipe. Plan for a quarter to a full integration engineer (**$165K+ loaded**) handling mappings, API changes and failed syncs, plus finance hours re-tying CRM to ERP every close.[4,5] **$42K–$170K / yr** headline uses $42K/yr (0.25 FTE)	Admin-owned. Every sync is a logged, re-runnable run with its full payload on the record. NetSuite revenue truth mirrors back onto the Salesforce contract, so **tie-out is a lookup, not a project**.

THE THREE-YEAR PICTURE



$400K+ **The conservative three-year cost of the status quo**, before anyone books a dollar of additional revenue. At the published high end of the same ranges, the same stack exceeds **$1M** over three years.[1–4]

TIME TO FIRST SYNCED INVOICE

Custom build
typical: 3-6 months[1]

MONTH 0	MONTHS 1-3	MONTH 4	MONTH 5	MONTH 6+
Scope & SOW	**Build & map**	**Test & UAT**	**Cutover**	**Stabilize**
Select partner, spec the object map	Field mapping, auth, error handling	Edge cases: amendments, credits, tax	Data cleanup adds 1–2 weeks[1]	First invoice syncs; fixes continue

Continuous Control
install to live: days

DAY 1	DAY 2	WEEK 1	MONTH 1
Install & connect	**Book first order**	**Invoices & payments flow**	**First close, tied out**
Two packages, guided connect wizard	One click mirrors the full order graph	Billing, credits and cash sync as they post	Revenue truth mirrored to the contract

Both tracks assume Salesforce Revenue Management and NetSuite are already live. The custom track is the published benchmark for a bespoke Salesforce to NetSuite integration; iPaaS builds land between the two at 4–12 weeks plus license.[1,2]

WHAT YOUR TEAM STOPS DOING

- **Maintaining the pipe.** No mappings to patch when an API changes, no middleware recipes to babysit, no 2 a.m. failed-sync queue.
- **Bridge spreadsheets.** No exporting CRM bookings and ERP actuals into a workbook to explain why they disagree.
- **Re-keying documents.** Orders, invoices, credit memos and payments land in NetSuite as they happen, idempotently, with an audit trail per sync.
- **Chasing revenue tie-out.** Booked, billed and recognized roll up per performance obligation in NetSuite and mirror back to Salesforce.

20–50 hrs
per month spent on manual reconciliation by typical finance teams
ResolvePay reconciliation benchmarks[5]

6+ days
to close the books for half of finance teams; only 18% close in three
Ledge 2025 close benchmarks[5]

60–80%
of integration developer capacity consumed by maintenance, not new work
SaaS integration TCO studies[4]

15–25%
of the initial build cost, again, every year, to keep a custom integration alive
Integration cost benchmarks[4]

ASSUMPTIONS & SOURCES

1. **Build.** Implementation services for Salesforce–NetSuite integrations: $25K–$75K (connector-based) to $50K–$200K+ (platform builds); complex Salesforce-involved projects commonly exceed $120K. Custom API timelines 2–6 months plus 1–2 weeks data cleanup. Stockton10 & Centium integration cost guides (2025); Stacksync integration guides (2026). Headline: $75K.
2. **Integration tooling.** Published mid-market annual license ranges: Celigo $7.2K–$72K, Boomi and Workato $15K–$50K, MuleSoft from ~$80K. Software Pricing Guide (2026); Houseblend NetSuite iPaaS comparison. Headline: $30K/yr.
3. **Billing / revenue tools.** Category range for subscription-billing and revenue-recognition platforms: ~$12K/yr (ERP module add-ons) to $150K+/yr (enterprise revenue platforms), implementation extra. LedgerUp, Eleven & RightRev buyer guides (2026). Headline: $40K/yr for a mid-market stack.
4. **Run & maintain.** US integration engineer salary $128K–$135K (Indeed, ZipRecruiter 2026), ~1.3× loaded ≈ $165K+; ongoing maintenance benchmarked at 15–25% of build cost per year; maintenance consumes 60–80% of integration developer capacity at scale. Percengage & UX Continuum TCO studies (2026). Headline: 0.25 FTE ≈ $42K/yr.
5. **Close & reconciliation.** Manual reconciliation 20–50 hours/month; half of finance teams take 6+ business days to close (Ledge 2025 via Solvexia); multi-system CRM/ERP bridging absorbs dozens of hours per month (Durity).

THE METRICS THAT MOVE

Cost avoided is only half the case. These are the operating metrics a connected quote-to-revenue flow improves, with **where companies typically start** from published research, and the mechanism that moves each one. Use the last column to **baseline your own numbers** in discovery, then re-measure after your first quarter live.

METRIC	WHERE COMPANIES START	WHAT CHANGES WITH CONTINUOUS	YOUR BASELINE
Time to close BUSINESS DAYS	Half of finance teams need **6+ business days**; a manual close consumes **120–150 team hours** a month. Best in class closes in under three.[5,6]	Revenue is tied out per obligation **before close starts**: recognition entries are posted and booked, billed and recognized already reconcile to the contract. Reconciliation leaves the critical path.	
Manual journal entries COUNT · ERROR RATE	Error rates on manual transactions run as high as **23%**; automating entry work cuts data-entry errors by roughly **70%**.[6]	Rev-rec entries post automatically each period, tied to contract and obligation, with memos an auditor can read. Manual entries shrink to true judgment calls.	
Closed-won to invoice DAYS	Re-keying and batch cycles add days between CRM and ERP, and **billing errors are the number-one cause of payment delay**.[7]	The order lands in NetSuite the moment it is booked; invoices sync as they post. Billing starts from source truth on day one, amendments included.	
Days sales outstanding DAYS	Disputed invoices extend DSO by **15–30 days**. At $50M revenue, a 60-day DSO is **$8.2M** sitting in receivables; 15 fewer days frees about **$2M**.[7]	Invoices built from clean, synced source data draw fewer disputes; payments and credits mirror both ways, so A/R state is never stale in either system.	
Revenue leakage % OF REVENUE	Companies lose **1–5% of revenue** to billing gaps, contract mismatches and failed handoffs; 42% of companies report leakage.[8]	The full order graph mirrors idempotently: every line, schedule and amendment lands, or the logged run says exactly why not. Nothing falls between the two systems.	
Audit evidence PREP EFFORT	ASC 606 auditors expect a documented five-step trail per contract, assembled by hand when systems lack lineage.[9]	Every recognized dollar traces entry to obligation to invoice line to contract. The evidence chain is the data model, not a quarterly project.	

Why leakage alone can carry the case: at the low end of the published range, 1% of $50M in revenue is **$500K a year**, more than the entire three-year tooling stack on page one. The cost comparison is the floor of this business case; the operating metrics are the upside.

SOURCES FOR THIS PAGE

5. **Close time.** Half of finance teams take 6+ business days; 18% close in three (Ledge 2025 benchmarks via Solvexia); manual reconciliation 20–50 hours/month (ResolvePay).
6. **Manual entry.** Manual close consumes 120–150 hours and 8–10 business days; manual transaction error rates up to 23%; automation reduces data-entry errors ~70% (Nominal, HighRadius, Hutility close-automation studies, 2026).
7. **Billing lag & DSO.** Billing errors are the leading cause of payment delay; disputed invoices extend DSO 15–30 days; $50M at 60-day DSO holds $8.2M in receivables (Upflow, Taxilla, Beancount DSO guides, 2026).
8. **Revenue leakage.** 1–5% of revenue lost to billing-related leakage (MGI Research via Lago); 42% of companies report leakage; B2B SaaS averages 3–5% of ARR (LeaksShield statistics compilation, 2026).
9. **Audit.** ASC 606 audit expectations: documented five-step application per contract with consistent evidence (CFGI, BDO revenue-recognition guidance).

See your own numbers. Bring one contract: a quote with ramps, an amendment, an invoice. We will book it into NetSuite live, then walk the booked-to-billed-to-recognized waterfall it creates. If the demo takes longer than your standup, we will buy the coffee.