



Case Study

# Future

Driving Seamless AP Automation Through Basware  
Invoice Matching and NetSuite API Integration

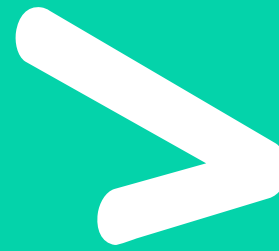
**basware**  
Now it all just happens™



**The PoV went really well.  
It gave us confidence they  
could deliver.”**

Stuart Bradley,  
Head of Finance Systems, Future

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**Industry:** Media



**Regions:** Global



**Solutions:** Invoice Matching

**At Future Plc, a global leader in specialist media, finance leaders Stuart Bradley, Rosie Hamilton-Brown, and Sanjay Jayaraj saw first-hand how manual processes and bottlenecks held operations back. To address them, the team turned to Basware to enable seamless automation, starting with a Proof of Value (PoV) and evolving into a fully integrated, highly efficient NetSuite solution.**

✓✓ **We've moved from chasing Goods Receipts and troubleshooting problems to optimizing the process. It's a different conversation now."**

Rosie Hamilton-Brown,  
AP Manager, Future

## **Breaking New Ground with Oracle NetSuite API Integration**

The team became the first Basware customer to integrate Invoice Matching directly with Oracle NetSuite, creating a seamless, automated experience. Their objective was clear: simplify a manual, inefficient process and enable scalable automation.

They had previously faced challenges with integration limitations and manual processes that impacted efficiency. With internal NetSuite developers in place, the team sought a solution that could integrate tightly into the existing ecosystem and support straight-through processing from inbox to payment.

## **De-risking the Project**

To ensure the project would deliver measurable value, the finance team began with a PoV engagement, using real invoice data in a development environment to validate the system's capabilities.

Basware's PoV approach gave them confidence the solution would meet automation and ROI objectives, without any obligation to go live. This enabled the team to test integration assumptions, assess real automation rates, and ensure the platform would scale, all before committing.

## **Frictionless Invoice Capture and Compliance**

Basware's managed service model brought immediate improvements to invoice capture, enabling invoices to flow through the system with no human intervention. Invoice Matching automatically

routed Purchase Order (PO)-backed exceptions to business users via existing NetSuite workflows, so no additional training was required.

Non-PO invoices were automatically coded and again routed to business users via NetSuite workflows for approval. The only exceptions the AP team had to touch were the ones deliberately sent to NetSuite in draft status, so users could continue working in the familiar UI. Any missing data was automatically addressed by the Basware team, dramatically reducing manual follow-up and improving reliability.

Compliance also improved, with the system capturing essential fields such as VAT numbers and company registration details, enhancing accuracy and supporting audit readiness. The solution's flexibility allowed the team to extend data capture beyond standard fields, further increasing consistency across the AP process.





## Smooth Implementation Through Collaboration

Implementation required close collaboration between internal developers and Basware's technical team. A joint roadmap, regular meetings, and a shared issue tracker ensured alignment and rapid iteration.

By tailoring the solution to their environment, the finance team delivered a configuration that met both technical and operational needs, laying the foundation for long-term optimization.

- 65% of invoices processed through Basware are fully automated (STP), with no manual AP touchpoints
- 1+ hour saved daily through stable NetSuite integration
- Stronger compliance, with automated VAT and registration capture

## Day-to-Day Efficiency and Time Visibility Real-

Since going live, 65% of invoices processed through Basware are fully automated via the auto-transfer feature, significantly reducing manual input. This freed the AP team to focus on higher-value tasks such as reconciliations, credit checks, and process optimization.

Exceptions follow existing NetSuite workflows, allowing the team to focus only on draft invoices needing review. Tasks that were previously reactive are now proactively managed as part of a structured workflow. Automated email notifications have also reduced time spent chasing approvals and following up with stakeholders.

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Dashboards built in collaboration with Basware now provide real-time visibility across tax, audit, and payment processes. Even occasional users benefit from step-by-step guides and better transparency into PO and payment status, reducing queries and improving compliance.

## Seamless Connection, Measurable Value

The integration between NetSuite and Basware has delivered measurable gains in stability and processing speed. While using SAP Concur, invoice imports occasionally required manual handling due to integration limitations. With Basware's real-time API integration, processes are now significantly more stable, with clear error notifications and easier resolution.

The intuitive user interface also made adoption smoother across the business. From a financial standpoint, the project was designed to deliver ROI within 12 to 15 months, a target the team remains on track to meet. In parallel, automation and reporting improvements are helping them make more informed decisions and manage supplier relationships more effectively.

✓✓ **Basware's integration with NetSuite is seamless. It's one of the most stable tools we've got."**

Sanjay Jayaraj,  
Senior Finance Systems Analyst, Future



## Key Takeaways

**65%**

of invoices fully  
automated

**1+ hour**

saved daily

**Improved compliance via  
automated data capture**

## Post-Implementation Support that Drives Ongoing Improvement

The finance team continues to work closely with Basware's development team to roll out new features, test enhancements, and refine the system. New capabilities are first tested in a dedicated sandbox environment, ensuring stability before going live.

The internal roadmap is shared directly with Basware, enabling collaborative development and prioritization. This partnership approach has allowed the team to keep evolving its AP automation setup and surface new efficiencies even after go-live.

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"The Basware team never say 'we can't do that'. It's always 'let's see how we can'. That attitude has made a big difference."-Stuart Bradley

## Transforming AP for Long-Term Efficiency

By transforming its AP process with Basware Invoice Matching, the finance team has built a more efficient, automated, and scalable invoice environment. What began as a complex integration project is now a stable, high-performing system supporting better decisions, improved compliance, and greater engagement across finance and operations.

✓✓ **Basware helped us move  
faster, work smarter,  
and implement with  
confidence."**

Stuart Bradley,  
Head of Finance Systems, Future

**ABOUT BASWARE** Basware is how the world's best finance teams gain complete control of every invoice, every time. Our Intelligent Invoice Lifecycle Management Platform ensures end-to-end efficiency, compliance and control for all invoice transactions. Powered by the world's most sophisticated invoice-centric AI – trained on over 2 billion invoices – Basware's Intelligent Automation drives real ROI by transforming finance operations. We serve 6,500+ customers globally and are trusted by industry leaders including DHL, Heineken and Sony. Fueled by 40 years of specialized expertise with \$10+ trillion in total spend handled, we are pioneering the next era of finance. **With Basware, now it all just happens.** ©Basware 2025

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