

# Continuous Control

## Control Quote-to-Cash from Salesforce to NetSuite

Continuous Control is a finance-ready execution layer — native to both Salesforce and NetSuite — that ensures what's sold or changed in Salesforce turns into correct NetSuite sales orders, invoices, and revenue, out of the box.

### About Continuous Control

Continuous Control was purpose built to fix Quote-to-Cash. Translate Salesforce commercial activity into finance-correct NetSuite actions, so native invoicing and revenue recognition work reliably, even as contracts and pricing change over time.

Launch new monetization models, structure creative deals, process orders and financial actions with ease. Whether you need to support upgrades, downgrades, cancellations, renewals, and/or mid-term adjustments, these changes create a gap between what Sales does in Salesforce and what Finance needs in NetSuite. Financial context gets lost, and Finance is left fixing invoices, adjusting revenue, and explaining differences at close.

Whether using CPQ or RCA/ARM, Continuous Control ensures lifecycle changes land correctly in NetSuite, so native invoicing and revenue recognition work as designed. Finance gets clean invoices, accurate revenue, less leakage, lower risk, and full traceability from bookings to billings to revenue.

### Accuracy between Salesforce CPQ or ARM/RCA & NetSuite

- Ensure Salesforce amendments, renewals, and cancellations create correct NetSuite sales orders
- NetSuite native invoicing matches what was sold — no manual fixes
- Native NetSuite revenue recognition follows accurately, without reconciliation or clean up at close
- Controllers can trace bookings to billings to revenue

### Launch and grow without rebuilding

- Launch any revenue model in days not months without disrupting billing or revenue
- Start simple, add complexity over time without rebuilding integrations or layering on additional systems
- One product catalog, no duplicates slowing change or creating reconciliation work

### Run at scale with operational simplicity

- No one-off fixes or custom logic to maintain — so changes don't break your process
- No cancel/rebill workarounds or sync-and-fix processes
- See every transaction from Salesforce to NetSuite in real time with full status and error detail
- Identify and resolve issues before they impact billing or revenue

# Continuous

### KEY FEATURES

#### Continuous Event Framework

Turn amendments, renewals, cancellations, and ramps into governed, traceable execution from Salesforce to NetSuite.

#### NetSuite Native Outcomes

Drive invoicing from the sales order and recognize revenue with NetSuite ARM, using native capabilities.

#### Monitoring & Control Dashboards

Operational visibility into execution. Teams see exceptions and retries with full traceability early—not at close or audit. No integration black box.

#### Revenue Intelligence Dashboard

Provide Finance clear visibility into bookings, billings, and revenue across the customer lifecycle in NetSuite.





## How It Works

Sales sells and amends deals in Salesforce CPQ or ARM (RCA).

Control understands the changes and instructs NetSuite on how to execute it.

NetSuite handles invoicing and revenue recognition natively.

Control monitors the process, flags issues early, and retries automatically.



"With Continuous, finance stopped looking backward and became a true thought partner in driving growth. Keeping NetSuite at the center was critical. Continuous let us make NetSuite the source of truth and leverage it more fully."

-Steve Finley, Chief Financial Officer

## The Continuous Advantage

### Built to Scale with Revenue Complexity

#### SIMPLE

A purpose-built, native extension of Salesforce and NetSuite that works out of the box—eliminating custom logic, unifying the product catalog, enabling omnichannel selling, and keeping revenue audit-ready.

#### DYNAMIC

Continuous supports all complex revenue models while allowing customers to keep Salesforce and NetSuite as their core systems—extending CPQ or ARM (RCA) without replatforming, rewrites, or dead-end implementations.

#### PROVEN

Built by leaders who've spent over 20 years solving the hardest monetization problems—delivering a platform that works in production today and is trusted by fully referenceable customers.

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Continuous helps B2B companies modernize and future-proof their quote-to-cash process directly inside Salesforce and NetSuite. By embedding pricing, usage, and credit models into the platforms teams already use, Continuous eliminates the need for another system, portal, or integration layer. With Continuous, Sales can quote and close faster, Finance gains confidence in forecasts and compliance, and Product can launch new pricing and packaging strategies without bottlenecks.



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