

ROKT

AI Playbook

Finance

How Finance turned static reports into living tools

Built by the people who lived it.

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AI Cash Application

The Context / Challenge

Every bank deposit needs to be matched to the right customer and invoice in NetSuite. With a global footprint spanning 74 bank accounts across 10+ subsidiaries and 8 currencies, this creates a daily puzzle. The team was processing 25+ payments per day, each requiring customer identification and invoice matching. Manual processing consumed approximately 3 hours per day.

74

Bank accounts

25+

Daily payments

~3hrs

Manual processing/day

Our Approach

Two Workato recipes orchestrate the entire flow, from bank statement ingestion to NetSuite payment posting. The system uses a 5-layer matching engine that runs each payment through progressively broader matching strategies until the best match is found. A feedback loop means every thumbs up and thumbs down makes the next run more accurate — no ML model needed, just a growing knowledge base.

- 1. Bank Data Ingestion** — Import daily bank lines from statement files across all accounts and currencies.
- 2. AI Classification** — AI identifies customer payments vs. other transactions (equity, internal transfers, tax refunds).
- 3. Invoice Pull** — Fetch open invoices from NetSuite via SuiteQL for the relevant subsidiary and currency.
- 4. 5-Layer Matching Engine** — Confirmed mappings → remittance cross-check → invoice reference match → customer + invoice resolution → aggregate waterfall.
- 5. Review and Apply** — Team reviews matches in a custom dashboard. High-confidence matches auto-apply directly to NetSuite via REST API.

Results

The automated cash application system achieves approximately 70% auto-match rate. It saves over 4 hours per day of manual processing time, with zero manual keystrokes for matched payments. The feedback loop means accuracy compounds daily as the knowledge base grows.

~70%

Auto-match rate

4hrs+

Daily time saved

Zero

Manual keystrokes

Automated AR Alerts

The Context / Challenge

Invoice payment delays were a persistent challenge. Account managers and clients were often out of sync on outstanding balances, and the collections process relied on manual outreach that was inconsistent in timing and coverage. There was no centralized visibility into what communications had been sent to which client.

Our Approach

The system operates on two tracks: proactive internal alerts to account managers and automated external notifications to clients. All activity is logged automatically in HubSpot. The system supports multiple currencies and languages (including Japanese), respects a 14-day send cadence, and automatically offsets credit notes. Smart exclusions ensure high-value accounts continue to receive relationship-driven, manually coordinated outreach.

- 1. NetSuite Query** — Live invoice data pulled daily via SuiteQL, grouped by client with credits automatically offset.
- 2. Workato Automation** — Recipe runs daily, checks a 14-day send cadence per client, and routes to the correct template.
- 3. Email Sent** — Branded client email with invoice PDFs attached, sent in the client's local currency and language.
- 4. HubSpot Logged** — Every send automatically logged to the client's account activity, creating a full audit trail.
- 5. AM Notified** — Account managers are CC'd on external emails and receive separate internal alerts for at-risk accounts.

Results

Replaced inconsistent manual outreach with a structured, scalable process. Clients receive branded, localized notifications with invoice PDFs attached. Account managers get proactive alerts before invoices become delinquent. Every communication is logged in HubSpot automatically. The system includes a three-tier delinquency escalation framework that automatically pauses campaigns after three offenses.

Finance Hub

The Context / Challenge

Finance data at Rokt lived across more than half a dozen disconnected systems. AR aging was locked inside NetSuite requiring manual exports. Collections were tracked in Google Sheets with no link to live balances or Jira workflows. Headcount and cost data sat in BambooHR and Pigment with no connection to AR or revenue trends. Trino queries required an engineer — Finance couldn't self-serve on raw transaction data. There was no cross-subsidiary consolidated view, and leadership reporting was assembled manually, often days stale.

Our Approach

The team built a cloud-native Finance Intelligence Platform (Python/FastAPI backend, React frontend) that ingests data from across Rokt's financial and operational stack into a single BigQuery warehouse. The Hub syncs daily from NetSuite via a custom SuiteScript RESTlet and Workato orchestration, with Pigment, BambooHR, and Trino data flowing into the same warehouse. Finance analysts query BigQuery directly with no engineering dependency.

- 1. NetSuite RESTlet** — Custom SuiteScript queries live transaction data and returns per-customer aging buckets matching the NS AR Aging Summary.
- 2. Workato Orchestration** — Nightly recipe calls the RESTlet, computes aging buckets, and MERGEs into BigQuery — fully idempotent.
- 3. BigQuery Warehouse** — Central data warehouse with NetSuite, Pigment, BambooHR, and Trino data. Finance queries directly via SQL.
- 4. Finance Hub UI** — Six modules: Executive KPI Dashboard, 10-Bucket Aging Analysis, Historical Trends, Triage and Risk, Collections Kanban, and Subsidiary Movement Analysis.
- 5. Self-Service Uploads** — Finance adds monthly NS report snapshots independently — export XLS, run parser, upload JSONL to BQ. No engineering needed.

Results

The Finance Hub replaced siloed, manually aggregated data with a single source of truth that refreshes automatically every morning. All subsidiaries are consolidated into one USD view. Collections teams get a pre-sorted triage list of at-risk customers. Finance adds new monthly snapshots independently. The warehouse architecture is source-agnostic — adding new systems means writing one connector, and the entire platform benefits immediately.

ELT Weekly Pack

The Context / Challenge

Every week, Revenue Operations produced a comprehensive data pack for executive leadership covering ecommerce revenue, ads marketplace performance, network health, pipeline, people metrics, and engineering productivity. The prior workflow was entirely manual: exports from 20+ data sources, copied into spreadsheets, manually assembled into a slide deck. The process consumed 6-8 hours every week — mostly on data pulling, formatting, and assembly rather than analysis. The output was a static PDF with zero interactivity. The analyst was spending over 80% of their time on mechanical report assembly.

6-8hrs

Manual assembly (before)

20+

Data sources

Zero

Engineers involved

Our Approach

The team built a fully interactive, AI-powered HTML dashboard that auto-refreshes from live data sources and deploys to a hosted URL the entire organisation can access. Seven tabs of executive-ready analytics with full drill-down interactivity, AI-narrated audio highlights, Claude-powered analyst-grade commentary with external research citations, and a 3-pass automated QA system with 30+ validations. Built entirely with Claude Code — no other engineers involved.

- 1. Automated Data Pipeline** — 20+ data sources pulled automatically via Python. One command pulls everything, transforms, validates, and assembles the final dashboard.
- 2. Interactive Dashboard** — Seven tabs covering all business areas. Click-to-drill charts, hover tooltips, weekly/monthly/quarterly toggles. Vanilla JS, no frameworks.
- 3. AI Audio Narration** — 10-segment audio walkthrough auto-generated: data analysis identifies biggest movers, writes narration scripts, converts to audio, embeds in dashboard.
- 4. AI Commentary Engine** — Multi-agent Claude-powered writing system produces analyst-quality narrative with external research citations and automated fact-checking.
- 5. 3-Pass QA System** — 30+ automated validations: data freshness, integrity checks, deep cross-validation. Critical failures block deployment automatically.

Results

Weekly assembly time dropped from 6-8 hours to approximately 30 minutes of review. Data sources integrated went from 3-4 manual exports to 20+ fully automated. The output went from a static PDF attachment to a fully interactive org-wide dashboard with drill-down, toggles, audio narration, and analyst-grade commentary. QA coverage went from manual spot-checks to 30+ automated validations per build. Time to add a new metric dropped from days to under an hour. This is a production system that executive leadership reads every week.

~30min

Weekly time

20+

Auto sources

30+

QA checks