

HiBob NetSuite Integration

CASE STUDY

Introduction

SystemsAccountants (SA) is a leading global provider of Finance Technology talent, specialising in Financial Systems, ERP, EPM, Analytics, and Finance Transformation. They deliver both permanent and contract recruitment solutions, connecting organisations with best-in-class specialists who enable them to build, optimise, and maintain digitally equipped finance functions. Operating globally from offices across Europe and the US, SystemsAccountants has dedicated, regional teams to support their diverse client base across a range of industry verticals from VC & PE-backed startups to Fortune 500 household names, making them a trusted partner in Finance Technology talent worldwide.

The Challenge

SystemsAccountants uses NetSuite as its core financial and ERP platform, to support its global operations. As the business expanded into new markets, managing a workforce spread across multiple countries became increasingly complex and highlighted the need for closer alignment between HR and Finance.

- Without a fully integrated HR system, changes such as new hires, terminations, and salary adjustments had to be manually keyed into their ERP system, causing delays and potential errors.
- Finance teams didn't have access to up-to-date employee information, which made payroll, budgeting, and cost allocation harder to manage and increased the risk of errors and compliance issues.
- Without a single source of truth, workforce data was spread across different entities, currencies, and local rules, making it difficult to maintain visibility as the business grew.
- Managers lacked modern tools to support and engage their teams effectively.
- The Senior Leadership Team did not have a clear, real-time view of workforce costs and performance, making it harder to make informed decisions.

Why HiBob

SystemsAccountants sought a comprehensive HRIS system to integrate with and enhance their existing NetSuite environment, while supporting core HR administration and multinational operations. HiBob's platform, Bob, stood out

as the perfect fit, seamlessly integrating with NetSuite while offering the scalability required for a growing global workforce. With an intuitive interface, real-time reporting, and automation capabilities, HiBob aligned perfectly with SystemsAccountants' goal to unify finance and HR functions, streamline processes, improve compliance, and increase employee engagement.

SANSA's Integration Support

Having already worked with SystemsAccountants to implement NetSuite, and as a HiBob Partner, they turned to SANSA to help integrate HiBob into their NetSuite ecosystem. SANSA managed the complete HiBob-NetSuite integration, starting with an initial assessment of their requirements. They configured the system to align with their HR and Finance processes, mapping key employee information, such as department, location, and team, to ensure data was structured consistently across systems, and created workflows to ensure changes, such as new hires, are automatically fed back into NetSuite, for payroll and cost tracking purposes. The team also set up the system to support multiple entities and currencies, ensuring it could scale with the business.

The Results

By integrating HiBob with NetSuite ERP, SystemsAccountants has transformed HR and finance operations across the organisation:

Fully Integrated & Scalable HRIS: HiBob now serves as a modern, all-in-one HRIS managing employee records, org charts, onboarding, time off, and policies throughout the entire employee lifecycle. The system scales seamlessly

with international growth, supporting multiple entities, currencies, and regional policies while enabling HR and Finance to handle fluctuating hiring volumes without adding administrative burden or risking compliance.

Streamlined Processes & Faster Onboarding: New hires are now set up automatically in both systems, with payroll, equipment, and access ready from day one. Automation of employee updates has eliminated manual re-keying of data, saving hours of manual work each week, reducing errors, streamlining cross-team processes, and helping to shorten the month-end close

Real-Time Data & More Accurate Finances: HR and Finance now operate from a single source of truth. Real-time visibility into headcount, payroll, and benefits has improved budgeting, cost allocation, and audit readiness, while reducing compliance risks across multiple jurisdictions.

Custom & Flexible HR-ERP Integration: SANSA customised HiBob to match SystemsAccountants' HR and Finance processes, ensuring the system supports their unique processes, while remaining flexible for future growth.

Enhanced Insights & Collaboration: HiBob's intuitive dashboards now give HR, Finance, and leadership teams immediate access to key workforce data, such as employee demographics, headcount, and tenure, at the click of a button. This visibility enables teams to analyse trends, have meaningful discussions, and make faster, data-driven decisions.



“HiBob's modern tools, flexibility, and intuitive design have given us a platform that makes HR tasks easier, boosts collaboration, and gives leadership clear, practical insights. We're truly grateful to the teams at both HiBob and SANSA for providing a system that not only supports our international team but also gives us the tools to streamline our processes.”

Jack Massion,
Head of Human Resources,
SystemsAccountants