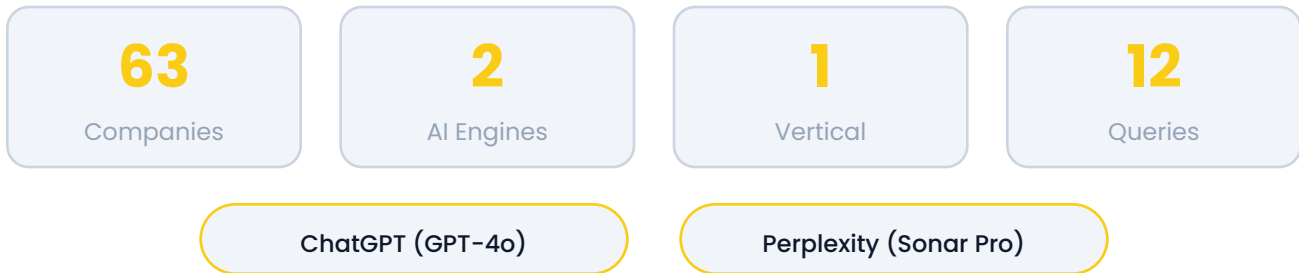


State of AI Search for NetSuite Integrators

Q2 2026 AI Visibility Report



Key Findings

RSM leads the vertical with a score of 42, cited in 6 ChatGPT queries and 4 Perplexity queries across 8 categories.

Folio3 and Myers-Holum tie at 29, each cited in 5+ categories spanning implementation to eCommerce.

Anchor Group, Cumula3, and Deloitte cluster at 21 -- a competitive middle tier with distinct specializations.

Celigo (12) and Fusion5 (12) lead integration and regional implementation respectively.

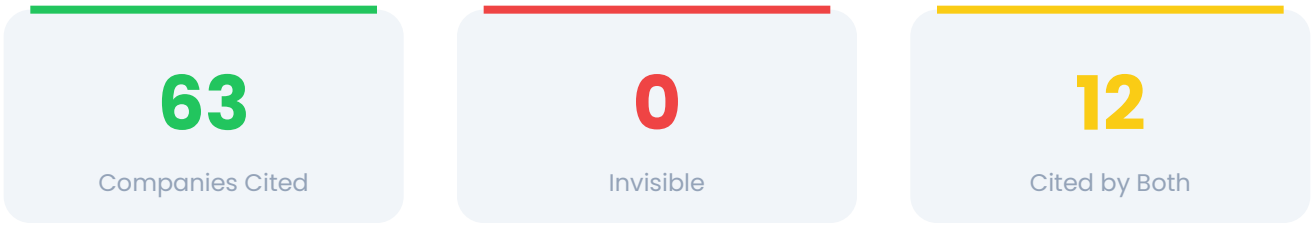
TABLE OF CONTENTS

01	Executive Summary	3
02	Methodology	5
03	Complete Rankings	7
04	Category Deep Dive	10
05	Engine Comparison	13
06	Invisible Companies	15
07	What Cited Companies Do Differently	17
08	Recommendations & Next Steps	19

EXECUTIVE SUMMARY

The AI Search Landscape for NetSuite Integrators

We analyzed 12 buyer-intent queries across ChatGPT (GPT-4o) and Perplexity (Sonar Pro) to measure which netsuite integrators companies are being recommended by AI search engines. Out of 63 companies analyzed, 63 received at least one citation, while 0 were completely invisible. 12 companies were cited by both engines.

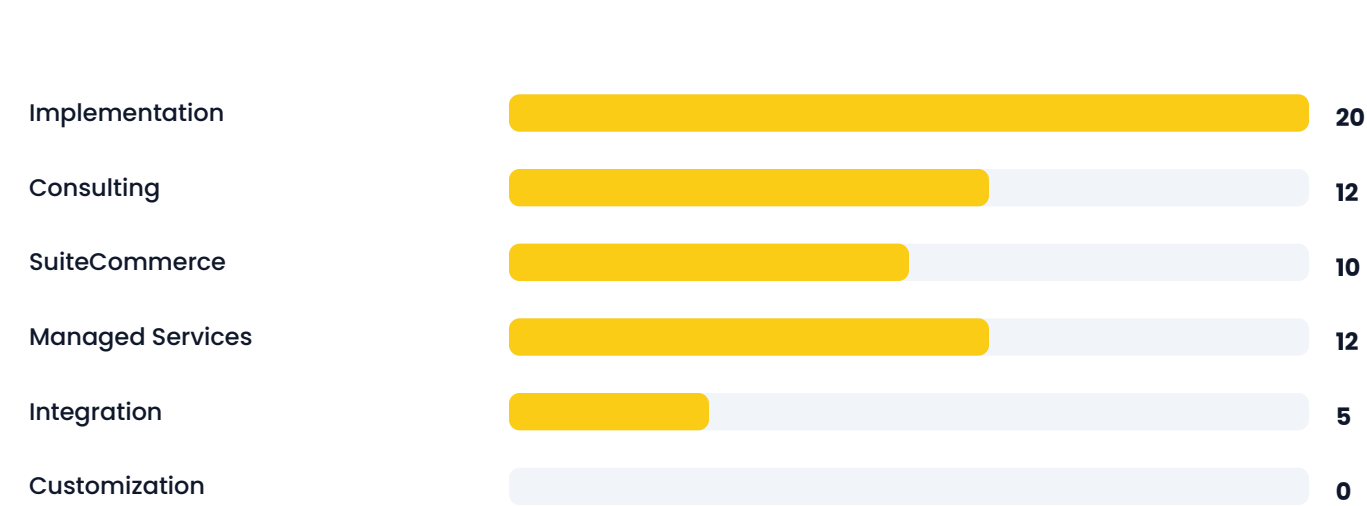


Top 5 Companies by AI Visibility Score

1.	RSM	42
2.	Folio3	29
3.	Myers-Holum	29
4.	Anchor Group	21
5.	Cumula3	21

Category Breakdown

Companies are distributed across 6 sub-categories. The chart below shows the number of companies with AI visibility in each category.



METHODOLOGY

How We Measured AI Visibility

We designed 12 buyer-intent queries that reflect how real decision-makers search for netsuite integrators solutions. Each query was run through ChatGPT (GPT-4o) and Perplexity (Sonar Pro) to capture which companies appear in AI-generated recommendations. Scores are weighted composites (0-100) factoring citation breadth, positioning strength, and category dominance.

Scoring Framework

75 – 100%	Highly Visible	Cited across majority of queries in multiple categories.
25 – 74%	Moderate Visibility	Cited in several queries but limited to specific categories.
1 – 24%	Low Visibility	Cited in 1-2 queries. Niche presence only.
0%	Invisible	Not cited in any AI search query tested.

AI Engines Tested

ChatGPT (GPT-4o)	OpenAI's flagship model with web browsing
Perplexity (Sonar Pro)	AI search engine with real-time web access

Queries Tested

The following 12 buyer-intent queries were used to measure AI visibility:

- 1 "best NetSuite implementation partner 2026"
- 2 "best NetSuite consulting firm"
- 3 "top Oracle NetSuite solution providers"
- 4 "best NetSuite partner for manufacturing"
- 5 "best NetSuite SuiteCommerce implementation partner"
- 6 "NetSuite managed services provider"
- 7 "best NetSuite integration partner Celigo"
- 8 "affordable NetSuite implementation for small business"
- 9 "best NetSuite customization developer SuiteScript"
- 10 "NetSuite ERP implementation cost and partners"
- 11 "best NetSuite partner for ecommerce companies"
- 12 "Myers-Holum vs RSM NetSuite partner comparison"

COMPLETE RANKINGS

#	Company	Score	ChatGPT	Perplexity	Status
1	RSM	42	50%	33%	Moderate
2	Folio3	29	33%	25%	Moderate
3	Myers-Holum	29	42%	17%	Moderate
4	Anchor Group	21	25%	17%	Low
5	Cumula3	21	33%	8%	Low
6	Deloitte	21	17%	25%	Low
7	Terillium	17	33%	0%	Low
8	Celigo	12	8%	17%	Low
9	Fusion5	12	8%	17%	Low
10	Hitpoint Cloud	12	25%	0%	Low
11	Sikich	12	25%	0%	Low
12	Accenture	8	8%	8%	Low

Complete Rankings (continued)

#	Company	Score	ChatGPT	Perplexity	Status
13	Annexa	8	0%	17%	Low
14	DWR Consulting	8	0%	17%	Low
15	GSI	8	17%	0%	Low
16	GURUS Solutions	8	8%	8%	Low
17	Kimberlite Partners	8	8%	8%	Low
18	ProvenScale	8	17%	0%	Low
19	Rand Group	8	17%	0%	Low
20	Versich	8	8%	8%	Low
21	Algoworks	4	0%	8%	Low
22	Avatria	4	0%	8%	Low
23	AwaLabs	4	8%	0%	Low
24	BDO	4	8%	0%	Low

Complete Rankings (continued)

#	Company	Score	ChatGPT	Perplexity	Status
25	BPM	4	8%	0%	Low
26	Blueacrobat Corporation	4	0%	8%	Low
27	Bring IT	4	8%	0%	Low
28	Caravel Partners	4	8%	0%	Low
29	Catalyst Solutions	4	8%	0%	Low
30	Centium Consulting	4	8%	0%	Low
31	Crowe	4	8%	0%	Low
32	Dragonfly Consulting	4	8%	0%	Low
33	ERP Peers	4	0%	8%	Low
34	Elogic Commerce	4	8%	0%	Low
35	Exploring	4	0%	8%	Low
36	Houseblend	4	0%	8%	Low

Complete Rankings (continued)

#	Company	Score	ChatGPT	Perplexity	Status
37	Intente	4	8%	0%	Low
38	Inventus Suite	4	8%	0%	Low
39	Jade Global	4	8%	0%	Low
40	KPMG	4	8%	0%	Low
41	Keystone Business Services	4	8%	0%	Low
42	Limebox	4	8%	0%	Low
43	NexTec Group	4	8%	0%	Low
44	Oracle ACS	4	8%	0%	Low
45	Plative	4	8%	0%	Low
46	Protelo	4	0%	8%	Low
47	PwC	4	8%	0%	Low
48	SANSA Solutions	4	8%	0%	Low

Complete Rankings (continued)

#	Company	Score	ChatGPT	Perplexity	Status
49	SCS Cloud	4	0%	8%	Low
50	ScaleNorth	4	0%	8%	Low
51	Seibert Consulting	4	8%	0%	Low
52	SixLakes Consulting	4	8%	0%	Low
53	Sky High ERP	4	8%	0%	Low
54	Softype	4	8%	0%	Low
55	Synoptek	4	8%	0%	Low
56	TeamBlueSky	4	0%	8%	Low
57	Techfino	4	0%	8%	Low
58	UXC	4	0%	8%	Low
59	VNMT Solutions	4	0%	8%	Low
60	Vantheon Technologies	4	8%	0%	Low

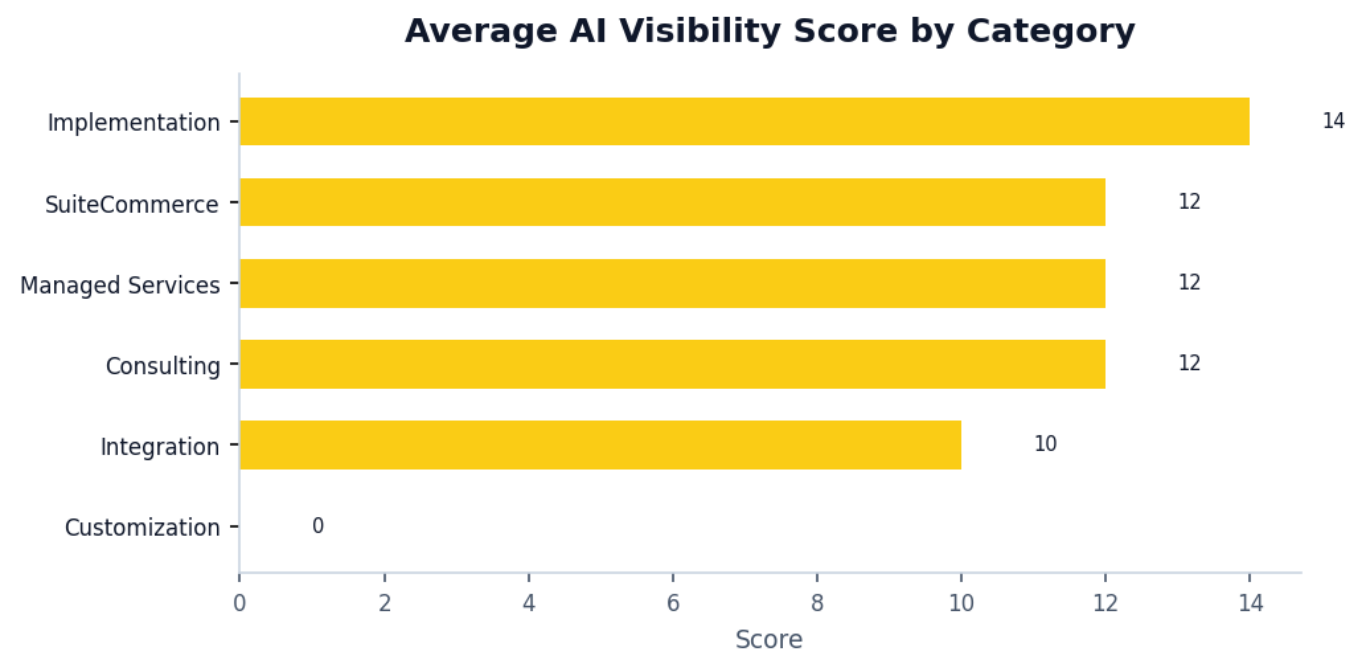
Complete Rankings (continued)

#	Company	Score	ChatGPT	Perplexity	Status
61	West Monroe	4	8%	0%	Low
62	Zanovoy	4	0%	8%	Low
63	eTail	4	0%	8%	Low



CATEGORY DEEP DIVE

Analysis of AI citation patterns across 6 netsuite integrators sub-categories reveals significant concentration.



Key Findings

RSM Dominates Through Breadth

RSM scores 42, cited across 8 categories from implementation to managed services to manufacturing. ChatGPT cites RSM in 6 of 12 queries, and Perplexity in 4. No other NetSuite partner comes close to this cross-category coverage.

Folio3 and Myers-Holum Compete for Second

Folio3 and Myers-Holum both score 29 but with different profiles. Folio3 appears in implementation, managed services, manufacturing, eCommerce, and SuiteCommerce. Myers-Holum covers consulting, implementation, partner comparisons, and solution providers. ChatGPT cites Myers-Holum in 5 queries vs Folio3's 4.

The Middle Tier Is Tightly Packed

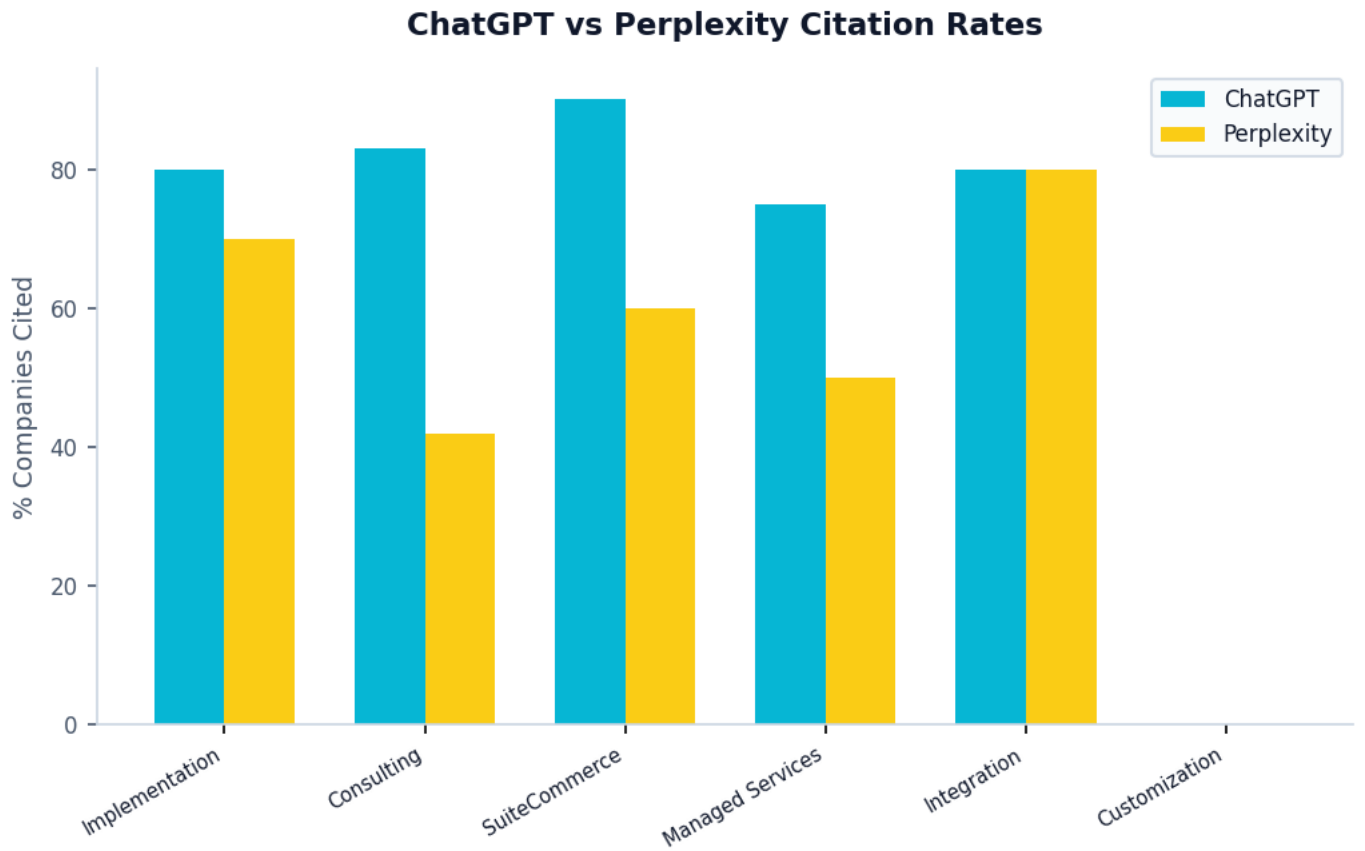
Anchor Group, Cumula3, and Deloitte all score 21. Terillium reaches 17 on ChatGPT alone (4 citations, 0 from Perplexity). Sikich scores 12 with 3 ChatGPT citations. The gap between #3 and #10 is narrow, making this a vertical where content investment can move rankings.

Integration and eCommerce Are Specialized Niches

Celigo scores 12 as the clear integration/iPaaS leader with 2 Perplexity citations. SuiteCommerce queries are fragmented -- Cumula3 (21), Deloitte (21), and Folio3 (29) all appear, but no single vendor owns this niche the way RSM owns general implementation.

ENGINE COMPARISON

Comparing citation patterns between ChatGPT and Perplexity reveals differences in how each engine surfaces companies for buyer-intent queries.



Key Insight

ChatGPT favors established firms with award recognition -- Terillum scores 17 entirely from ChatGPT (4 citations, 0 from Perplexity). Perplexity surfaces more diverse options: Deloitte gets 3 Perplexity citations vs 2 from ChatGPT, and firms like Annexa, DWR Consulting, and TeamBlueSky appear only on Perplexity. Folio3 scores 3 on Perplexity vs 4 on ChatGPT, showing balanced visibility across both engines.

Engine-Specific Patterns

ChatGPT (GPT-4o)

Companies cited: 46

Avg citations/company: 1.2

Coverage: 73%

Top: RSM (6/12)

Perplexity (Sonar Pro)

Companies cited: 29

Avg citations/company: 0.7

Coverage: 46%

Top: RSM (4/12)

INVISIBLE COMPANIES

No companies in this vertical scored a perfect zero -- every company received at least one citation. However, several companies have dangerously low visibility scores.

Near-Invisible Companies

These companies have minimal AI visibility with scores under 15. They appear in at most one or two queries and risk becoming completely invisible as AI search grows.

Celigo	12	Low
Fusion5	12	Low
Hitpoint Cloud	12	Low
Sikich	12	Low
Accenture	8	Low
Annexa	8	Low
DWR Consulting	8	Low
GSI	8	Low
GURUS Solutions	8	Low
Kimberlite Partners	8	Low
ProvenScale	8	Low
Rand Group	8	Low
Versich	8	Low
Algoworks	4	Low
Avatria	4	Low
AwaLabs	4	Low
BDO	4	Low
BPM	4	Low
Blueacrobat Corporation	4	Low
Bring IT	4	Low

WHAT CITED COMPANIES DO DIFFERENTLY

Analyzing the top-performing companies reveals five consistent patterns that drive AI search visibility. These are not theories -- they are observable behaviors of companies that AI engines consistently recommend.

Deep, Specific Content

Top-cited companies publish detailed, query-matching content: pricing guides, comparison articles, technical deep dives, and category-specific landing pages. This content directly feeds AI training data and RAG retrieval pipelines.

Strong Domain Authority

Companies with high domain authority scores and extensive backlink profiles from industry publications, analyst reports, and review sites get cited more frequently. AI engines use the same trust signals as traditional search.

Active Community Presence

Appearing in Reddit discussions, G2 reviews, Gartner Peer Insights, and Quora answers creates community consensus signals. AI engines reference these platforms when generating recommendations.

Schema & Entity Markup

Companies with proper Organization schema, product schema, FAQ markup, and clear entity definitions on their websites make it easier for AI engines to extract and cite structured information about their offerings.

Recent, Fresh Content

AI engines with web access (Perplexity Sonar Pro, ChatGPT with browsing) prioritize recent content. Companies publishing 2025-2026 dated content score higher than those with stale marketing pages from 2022-2023.

RECOMMENDATIONS

Based on our analysis, here are tier-specific recommendations for improving AI search visibility. The actions differ based on your current visibility score.

For Invisible Companies (Score: 0%)

- Audit your web presence: ensure your company has a Wikipedia entry, Crunchbase profile, and G2/Gartner Peer Insights reviews.
- Publish 5-10 deep comparison articles targeting exact buyer-intent queries in your category.
- Implement Organization schema, product schema, and FAQ markup on your website.
- Build citations from industry analysts, review sites, and trade publications.
- Create entity-optimized content that clearly defines what you do, who you serve, and how you compare.

For Low Visibility Companies (Score: 1-50%)

- Double down on the categories where you already appear -- publish 2-3 new pieces per category.
- Target head-to-head comparison queries (your brand vs competitors).
- Publish pricing guides, ROI calculators, and implementation guides that AI engines cite as authoritative.
- Increase review volume on G2, Gartner Peer Insights, and TrustRadius -- community consensus drives citations.
- Submit for industry awards -- award winners correlate strongly with AI citation rates.

For Highly Visible Companies (Score: 75%+)

- Defend your position by publishing fresh, dated content monthly.
- Expand into adjacent categories where you have product capability but low citations.
- Monitor AI search results weekly for competitive positioning changes.
- Build proprietary data assets (benchmarks, reports, surveys) that become citable sources.
- Consider GEO (Generative Engine Optimization) as a dedicated marketing channel with its own budget.

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Data collected June 2026 | NetSuite Integrators | Q2 2026
63 companies | 12 queries | 2 AI engines