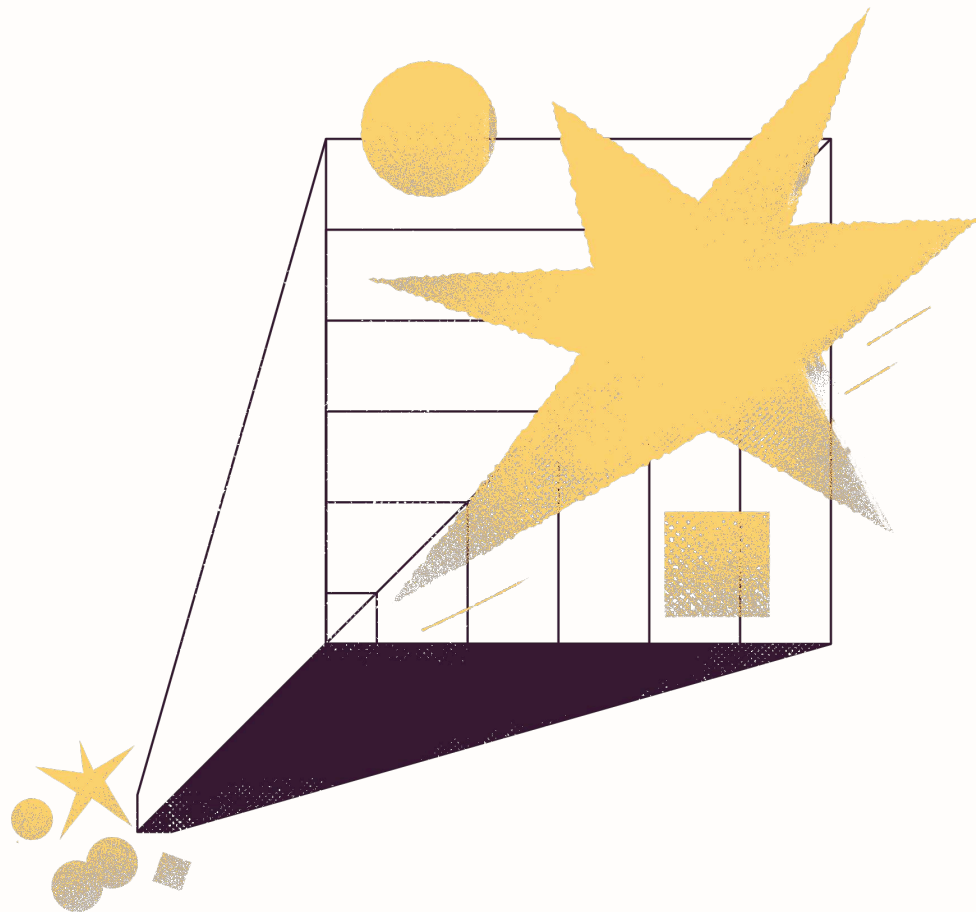


What it looks like when accounting owns its own AI stack

What Zapier's 8 people accounting team built with 150+ automations, no IT team, and a 25% shorter month-end close — and how they govern all of it.



What it looks like when accounting owns its own AI stack

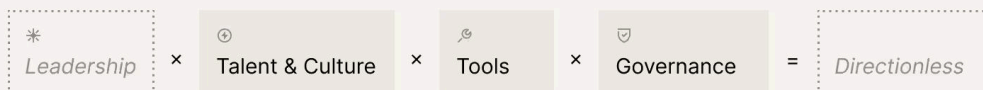
Finance teams are under pressure to show AI ROI, but most programs stall because they wait for IT to build the infrastructure. Zapier's own accounting team ran the opposite playbook: 150+ automations across month-end close, AP, compliance, and inbox triage — all built by the accountants themselves, running on standard mid-market tools, with governance and audit trails built into every workflow.

The AI Transformation Equation

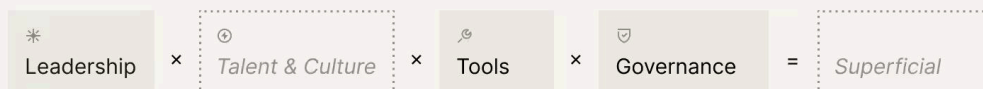
Most enterprises have rolled out AI tools, run promising pilots, and generated enthusiasm. But progress stalls when scaling that momentum across the organization. AI transformation at scale isn't magic—it's math. These four pillars build upon one another to create real results.



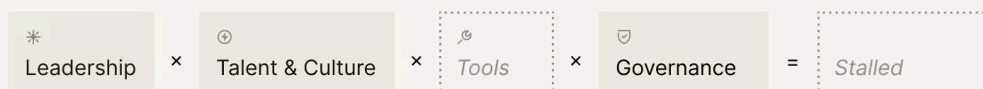
WITHOUT LEADERSHIP: DIRECTIONLESS



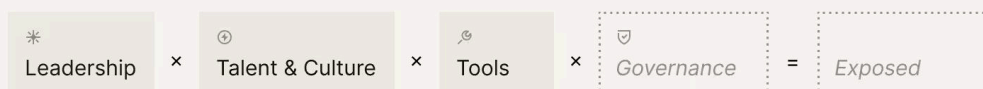
WITHOUT TALENT & CULTURE: SUPERFICIAL



WITHOUT TOOLS: STALLED



WITHOUT GOVERNANCE: EXPOSED



Starting with repetitive, rules-based, low-risk workflows

The accounting team's first automations — inbox triage, journal entry monitoring, month-end reconciliation — were chosen because the feedback loop was fast and errors were low stakes. Human review stayed in the loop until trust was established.



We had a human review in the loop until we trusted it. We didn't remove the human review on day one. We made sure to run it multiple times, catch edge cases, and verify everything before we removed that human from the loop.

Ryan Sipes, CFO, Zapier

Volume, variety and the cost of manual error

Ezra Goldberg automated amortization schedule entry across AP transactions in NetSuite, eliminating a recurring batch of manual work that piled up at close. The challenge was volume plus variety, and the constant risk of small errors compounding.



The painful part was volume plus variety. Some rows only need a project. Some need a full amortization setup. What used to be tedious and prone to errors now happens on its own and only requires us to review what's been done.

Ezra Goldberg, Accounting Operations Analyst, Zapier

Agents as recommendation engines, not decision makers

Miranda built a four-agent system to manage FX risk across seven subsidiaries — daily rate collection, data quality checking, opportunity analysis, and approval logging. Agents surface recommendations. A single emoji click in Slack closes the loop.



One of the best uses of AI isn't giving you an answer. It's giving you recommendations to choose from, or to rate and score its recommendations. That's the design principle we apply to everything that touches our financials.

Miranda Conley, Accounting Team Lead, Zapier

THE CHALLENGE

AI automation without governance or audit trails

Finance teams moving fast with AI face a real governance gap: when workflows touch the books, audit trails disappear, approval chains break, and shadow automation creates compliance risk. Most teams either lock everything down and lose speed, or open it up and lose control. The ops layer is too material to leave ungoverned.

Without governance	With Zapier
<ul style="list-style-type: none">Shadow AI usage across teams with no approval trail or central audit log	<ul style="list-style-type: none">Every automated action logged with who triggered it, what it did, and when
<ul style="list-style-type: none">Manual close processes that pile up errors and require rework at month end	<ul style="list-style-type: none">Human sign-off required before any automated action hits the books in NetSuite
<ul style="list-style-type: none">No clear segregation of duty between the automation and the approval step	<ul style="list-style-type: none">Approval step kept separate from the automation, so segregation of duty holds
<ul style="list-style-type: none">AI-generated outputs that cannot be traced or shown to auditors on request	<ul style="list-style-type: none">One consistent audit trail across every AI tool and workflow, ready for review

How Zapier helps

Zapier is where finance teams build the ops layer and govern it. Business teams work in the tools they already use, IT sets the rules once, and the audit trail follows every action regardless of which AI tool triggered it.

- 1.** Finance teams cut month-end close by 25%, not by replacing accountants but by automating data gathering, exception flagging, and reconciliation so the team arrives at review with clean data and no manual rework.
- 2.** Governance doesn't stop at the Zapier interface. The same IT-defined controls apply whether your team builds in Zapier, works through Claude via MCP, or uses Cursor — one governance policy across every AI surface your team touches.
- 3.** 8,500+ app connections maintained and shared across the org. NetSuite, Zendesk, Zip, Slack, Google Drive — the connections are already there. Teams build on top without waiting for IT to wire each integration from scratch.
- 4.** Deterministic and agentic workflows run side by side. Rules-based automation for high-accuracy tasks, inference-based agents for complex-but-bounded decisions — and a human approval step that holds regardless of how the workflow was triggered.

Teams build faster. Leaders stay in control. Both happen at the same time.

Next steps

Talk to a Zapier strategist

Bring your hardest governance or orchestration challenge. We'll help you figure out what's actually getting in the way.

[Talk to Zapier strategist →](#)

Scale AI transformation

Control what runs, and stay on top of everything in real-time. See your team build at scale, securely.

[Zapier for enterprise →](#)