

## Phoenix Coyotes Scores a Win Using Coupa

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John Dickey,  
Purchasing Manager of Phoenix Coyotes and Jobing.com Arena



The Phoenix Coyotes are a National Hockey League (NHL) team based in Glendale, Arizona, just outside of Phoenix. The Coyotes were founded in 1972 as the Winnipeg Jets and moved to Phoenix in 1996. They currently play in the Jobing.com Arena.

About 18 months ago, the team had no purchase order system and no centralized purchasing department. As a result, every department was responsible for placing their own orders and tracking the POs themselves. There was no approval process, so finance did not have visibility into spend until the invoices came in from the vendors. The managers always had a stack of invoices on their desk to approve to ensure that all the items listed in the invoice were received, so that vendors could be paid. In addition, many purchases were made from vendors who were not approved. The organization knew that they needed to centralize their purchasing process, so they could get control over it.

Phoenix Coyotes embarked on that journey by hiring John Dickey to manage the purchasing function for the team. John knew that until he had a system to manage and drive the purchasing process, it would be a challenge to centralize and streamline procurement. As a result, he started the system selection process. “We assessed the purchasing capabilities in our financials system, but it seemed to be designed more for a manufacturing environment that buys the same products over and over, where as, we do a lot of one-off procurement. So we knew that their system would not work for us and expanded our search to other systems”, said John Dickey, Purchasing Manager of Phoenix Coyotes and Jobing.com Arena. His key requirements were:

### Why Coupa

- Robust solution that manages the procurement process from PO creation and approvals to receiving and invoicing
- Intuitive, easy-to-use solution that requires minimal training to get started
- Affordable solution with no upfront hardware or software costs
- Minimal IT resources needed for deployment and maintenance

### Coupa Solution

- Go Live Date: November 2007
- Coupa Application: Premier
- Users: 125

### Results

- 100% adoption across the organization, ensuring purchasing consistency and compliance
- Company-wide improvement in purchasing efficiencies – no longer are managers’ desks covered with invoices waiting approval
- Significant reduction in manual processes, freeing up time for higher value-add activities

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- System should be able to manage the end-to-end procurement process including purchase requisitioning and approvals, ordering, receiving and invoice approvals
- System should be intuitive and simple to use. Being a one-person department responsible for all purchasing operations did not leave enough time for training. Besides it was critical that the system have 100% adoption – if the system needed extensive training, adoption would suffer, leading to inability to get control over the purchasing process
- System should be very affordable and not require a lot of IT resources. The organization had not budgeted a large spend for software acquisition and deployment.

After evaluating multiple systems, Coyotes selected Coupa in the fall of 2007 and went live a few weeks later. “Due to its richness and ease of configurability of Coupa, the implementation went very fast. Within 3 weeks of the contract, we were training users. We ensured that our initial set of users were early adopters, who would not only start using the system themselves, but could enthusiastically train others as well. About fifty users are now active on the system, at least one in every department. As a result, the entire organization is using the system for all their procurement”, added John Dickey.

The system has brought control and visibility over the purchasing process. Due to the requisition approval process, finance has clear visibility and control over current spending. The stack of invoices at every manager’s desk, waiting for approvals has disappeared since the system automatically matches invoices against what was approved and then received. The system also allows John Dickey to focus his time on higher value-add activities such as negotiating corporate deals with vendors for preferred pricing or consolidating some categories rather than be bogged down in the minute details of purchase order tracking or approval management.

“Coupa was the right decision for us. It is very easy to use, so every department has adopted it. As a result our procurement process is more efficient across the company, while finance has visibility and control over spending. We are extremely happy with Coupa”, added John Dickey.

## Customer At A Glance

- Customer: Phoenix Coyotes
- Location: Glendale, Arizona
- Industry: Professional Sports Teams & Organizations
- Website: <http://www.phoenixcoyotes.com>

