ONE VISION

WORLD TOUR

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Agenda

Time	Topic	Presenter
9:00 - 9:30	Coupa Overview	Rob Bernshteyn, CEO, Coupa
9:30 - 10:15	Coupa's One Vision	Gabe Perez, Sr Solutions Director, Coupa
10:15 - 10:30	Break	All
10:30 - 11:15	Customer Success	Scott Whitehill, Vice President, Blackstone
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2:30 - 3:00	Final Remarks	All

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450+
Customers

100+
Countries

120B+
Annual Spend

1.3M+
Suppliers + Alibaba.com

SAVINGS-AS-A-SERVICE
(SaaS)

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savingsasaservice.com

72B+
Services Spend

21+
Languages

99.99%
Uptime

100%
Mobile

Our Values

CORE VALUES
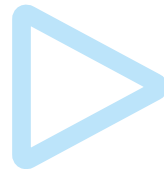
▷ Ensure Customer Success

▷ Focus on Results

▷ Strive for Excellence

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Recognizable Brands

Across Key Industries

Retail	
Financial Services	
Healthcare	
High Tech	
Food & Beverage	

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Supporting Customers – Large, Medium, and Small

Financial Services
Switzerland HQ
$35 Billion USD Revenue

Oracle iPro &
SAP SRM Replacement

Financial Services
Switzerland HQ
$70 Billion USD Revenue

SAP SRM Replacement

Public Sector

Colombia Government
$378 Billion USD GBP

Life Sciences
France HQ
$40 Billion USD Revenue

Ariba Replacement

Financial Services
Canada HQ
$27 Billion USD Revenue

SAP Replacement

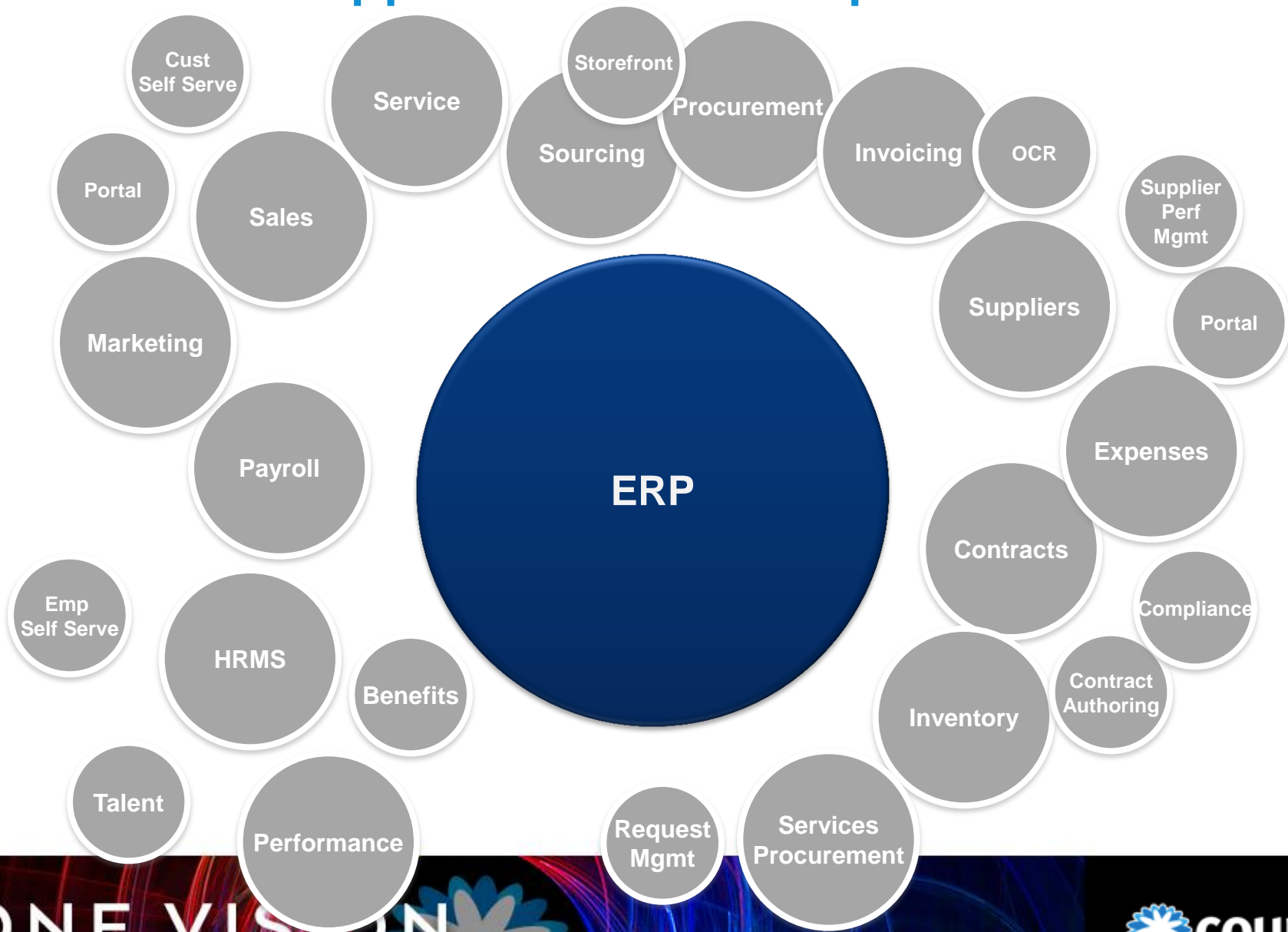**Environmental Sciences**
France HQ
$40 Billion USD Revenue

SAP SRM Replacement

Life Sciences
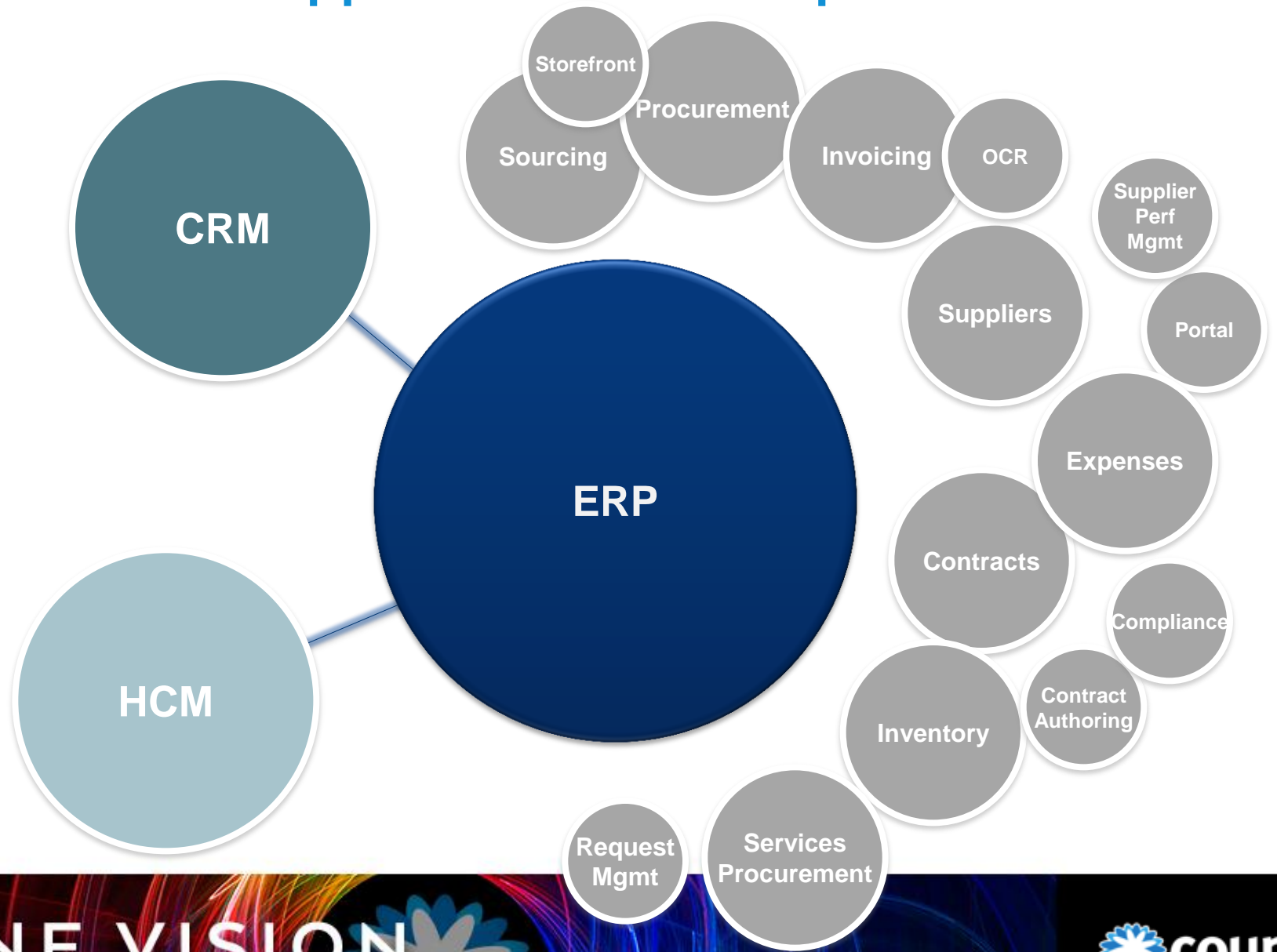US HQ
$15 Billion USD Revenue

Ariba Replacement

Evolution of Application Landscape

Evolution of Application Landscape

Finance Applications Today

CRM

HCM

ERP

Storefront

Procurement

Sourcing

Invoicing

OCR

Supplier Perf Mgmt

Suppliers

Portal

Expenses

Contracts

Compliance

Inventory

Contract Authoring

Request Mgmt

Services Procurement
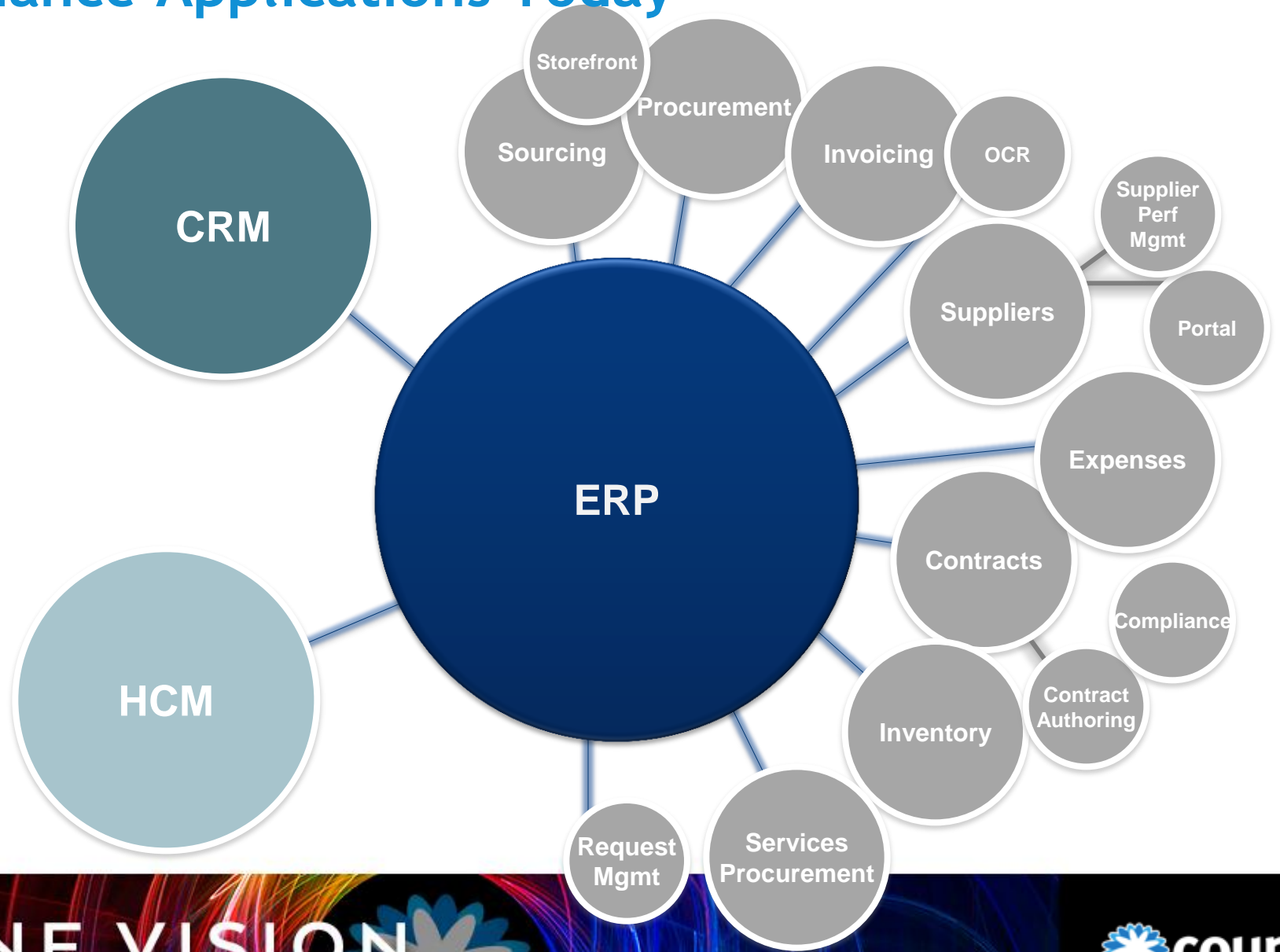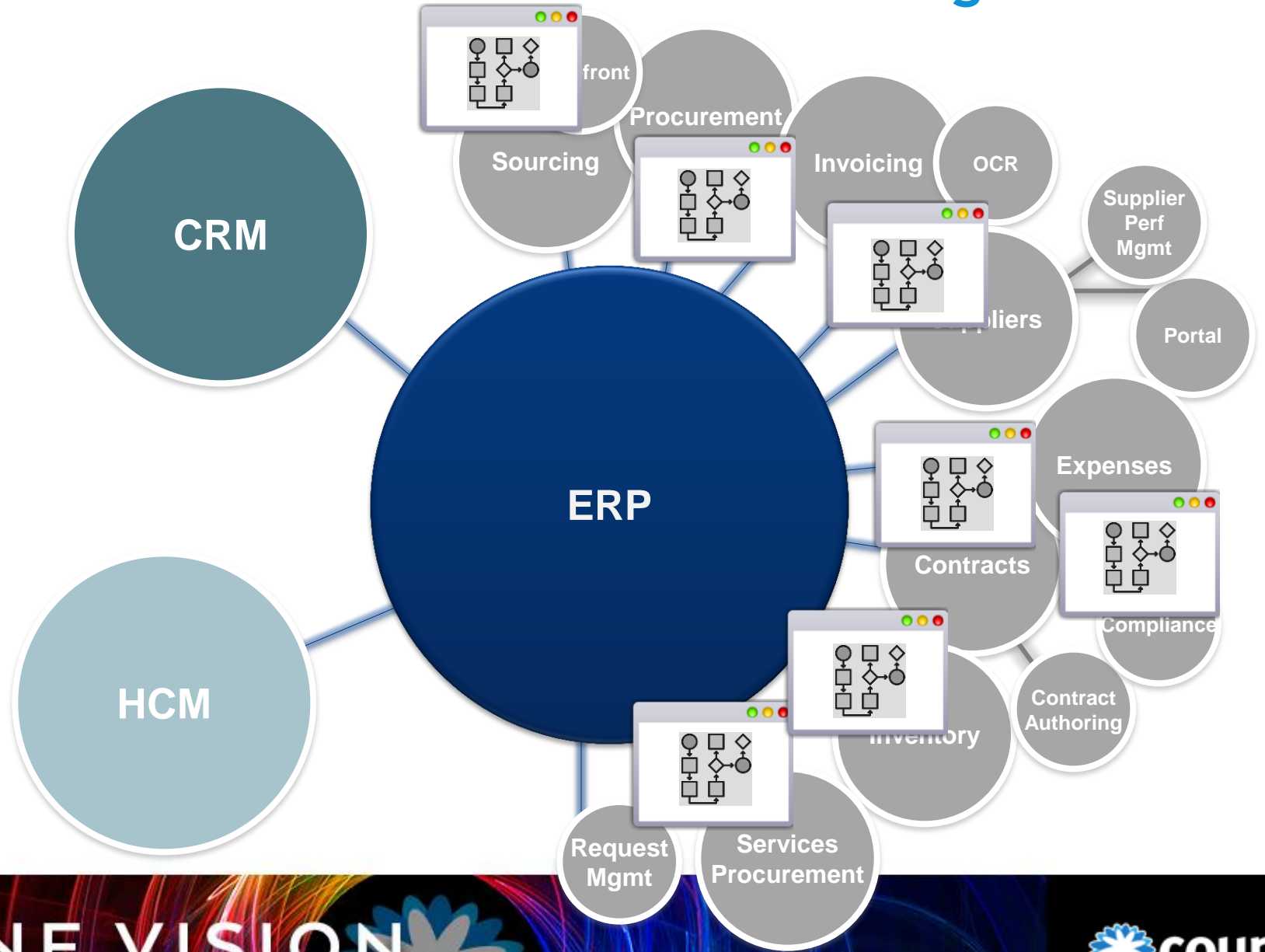
Different User Experiences
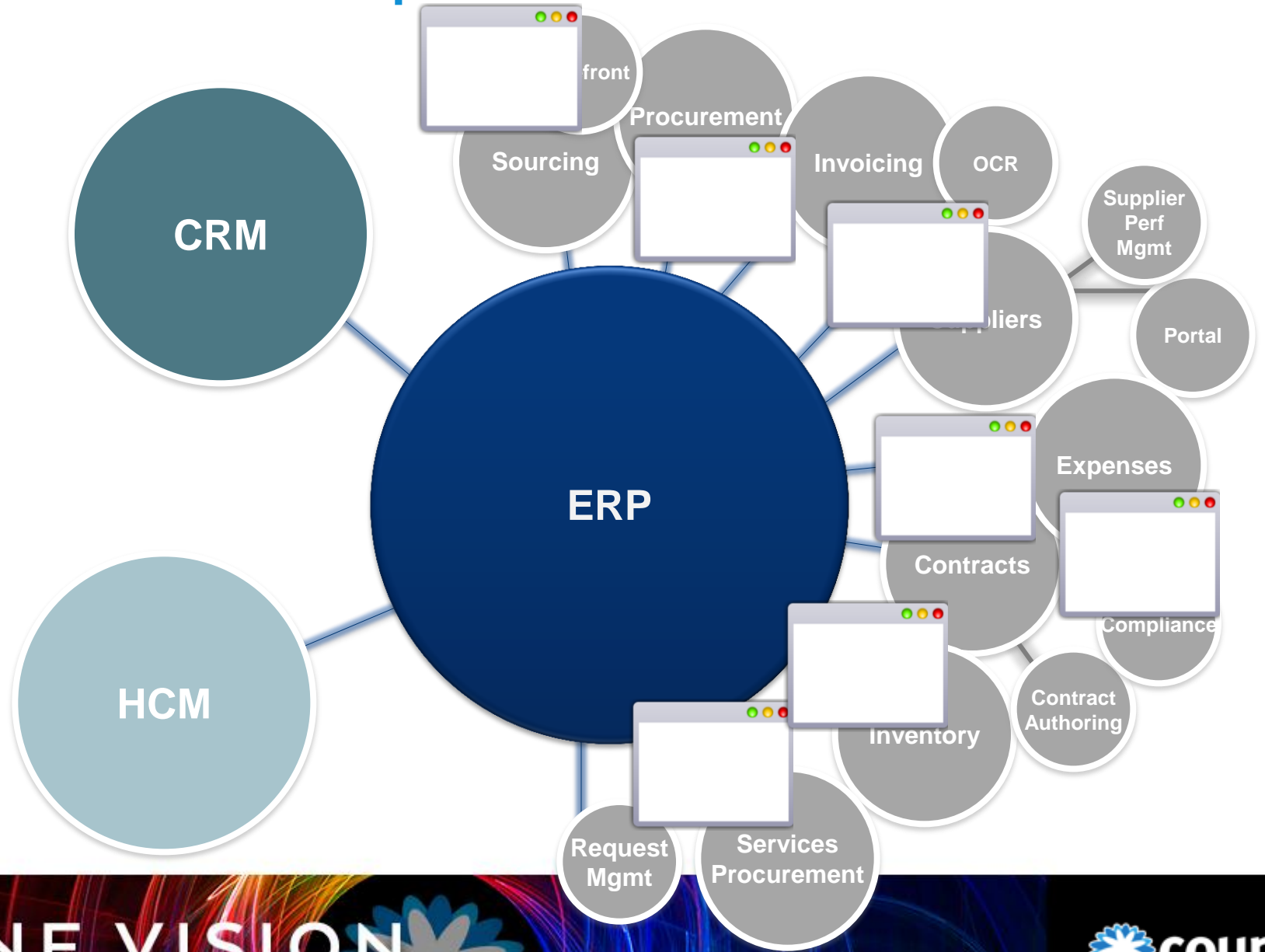
Different Business Process Flows & Engines

CRM

HCM

ERP

front

Procurement

Sourcing

Invoicing

OCR

Supplier Perf Mgmt

Portal

Suppliers

Expenses

Contracts

Compliance

Contract Authoring

Inventory

Request Mgmt

Services Procurement

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Integration Hairball

CRM

HCM

ERP

front

Procurement

Sourcing

Invoicing

OCR

Supplier Perf Mgmt

Suppliers

Portal

Expenses

Contracts

Compliance

Contract Authoring

Inventory

Request Mgmt

Services Procurement

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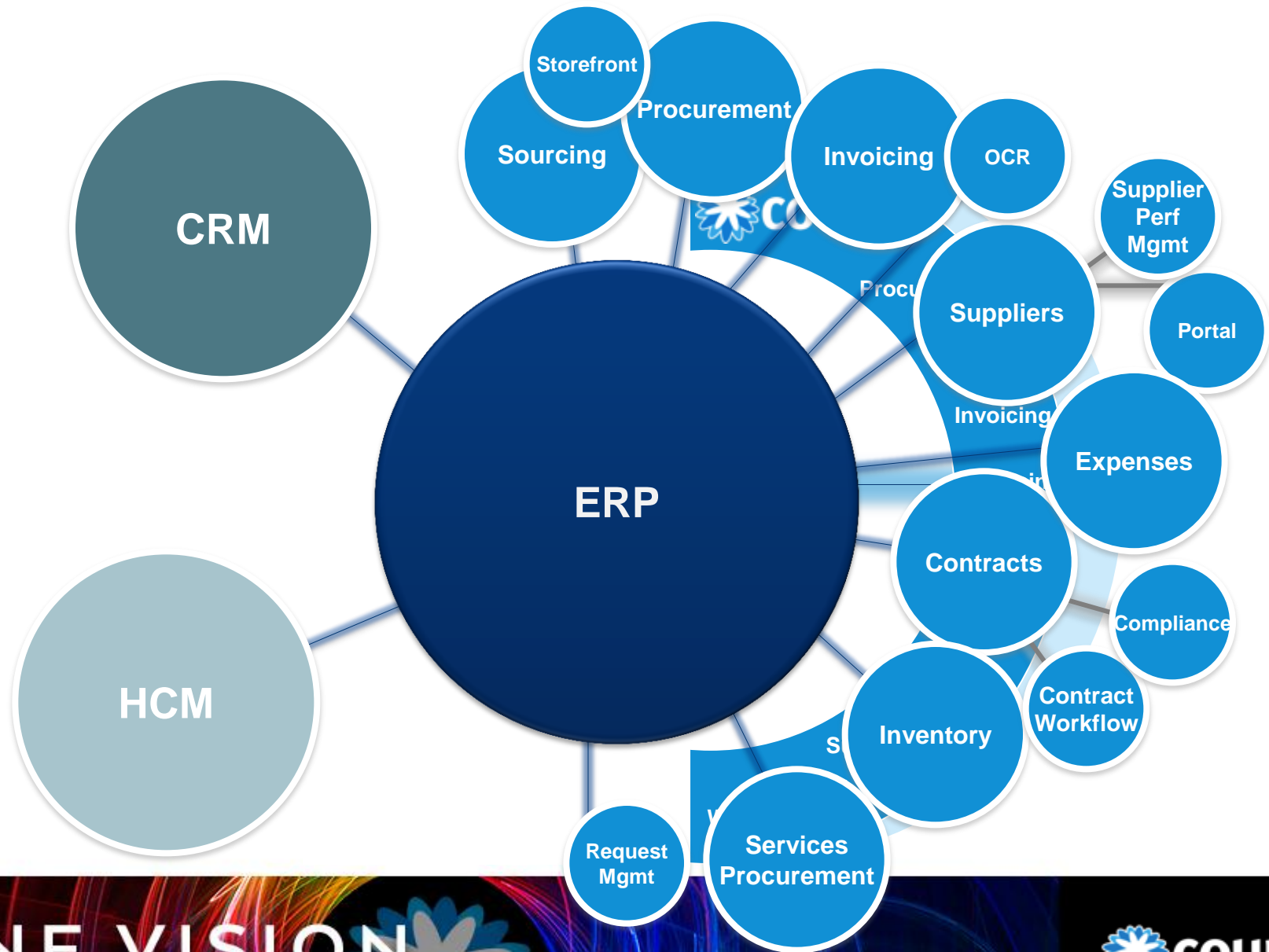
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One Coupa Layer of Agility, Pure Cloud Delivery
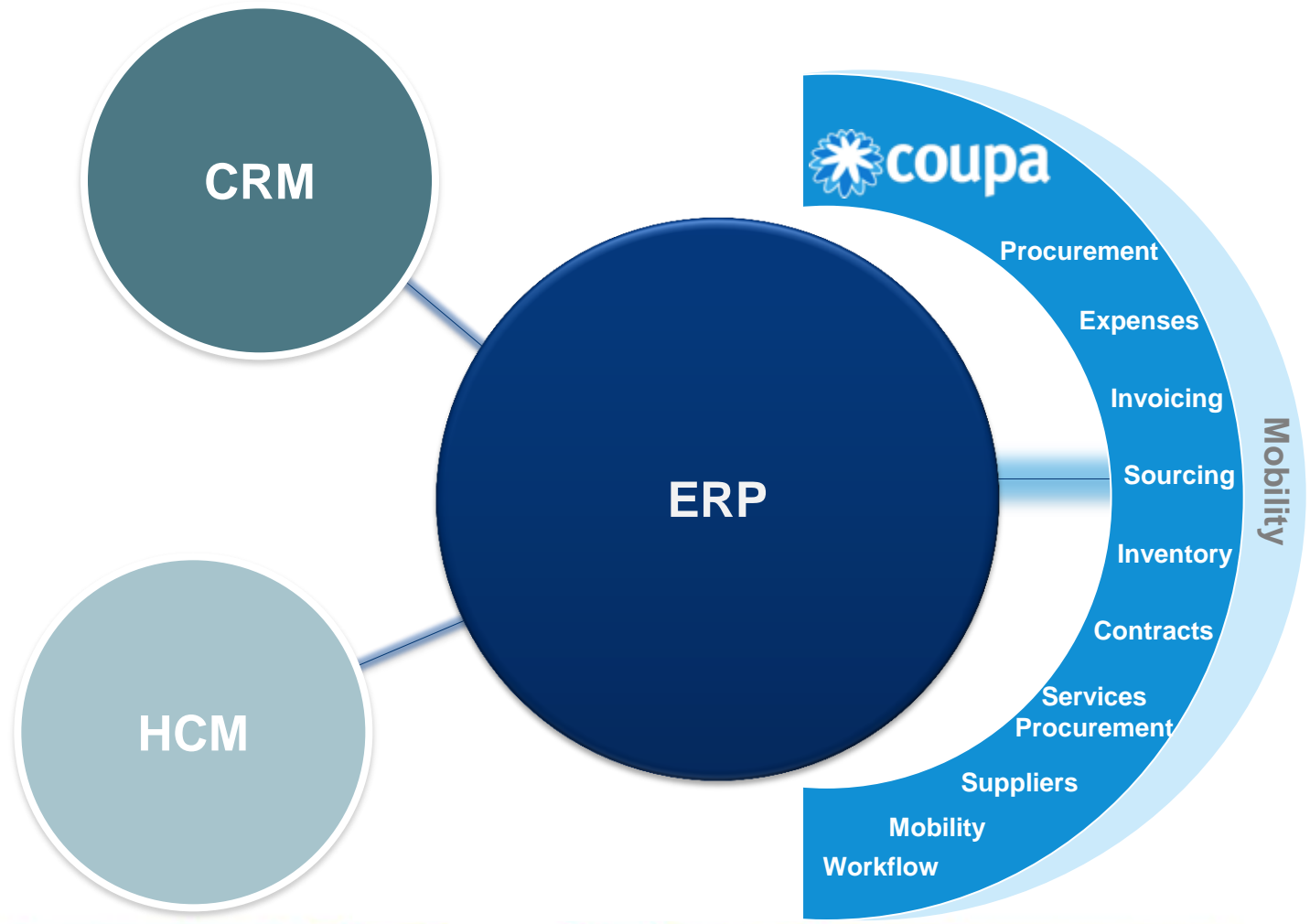
One Coupa Layer of Agility, Pure Cloud Delivery
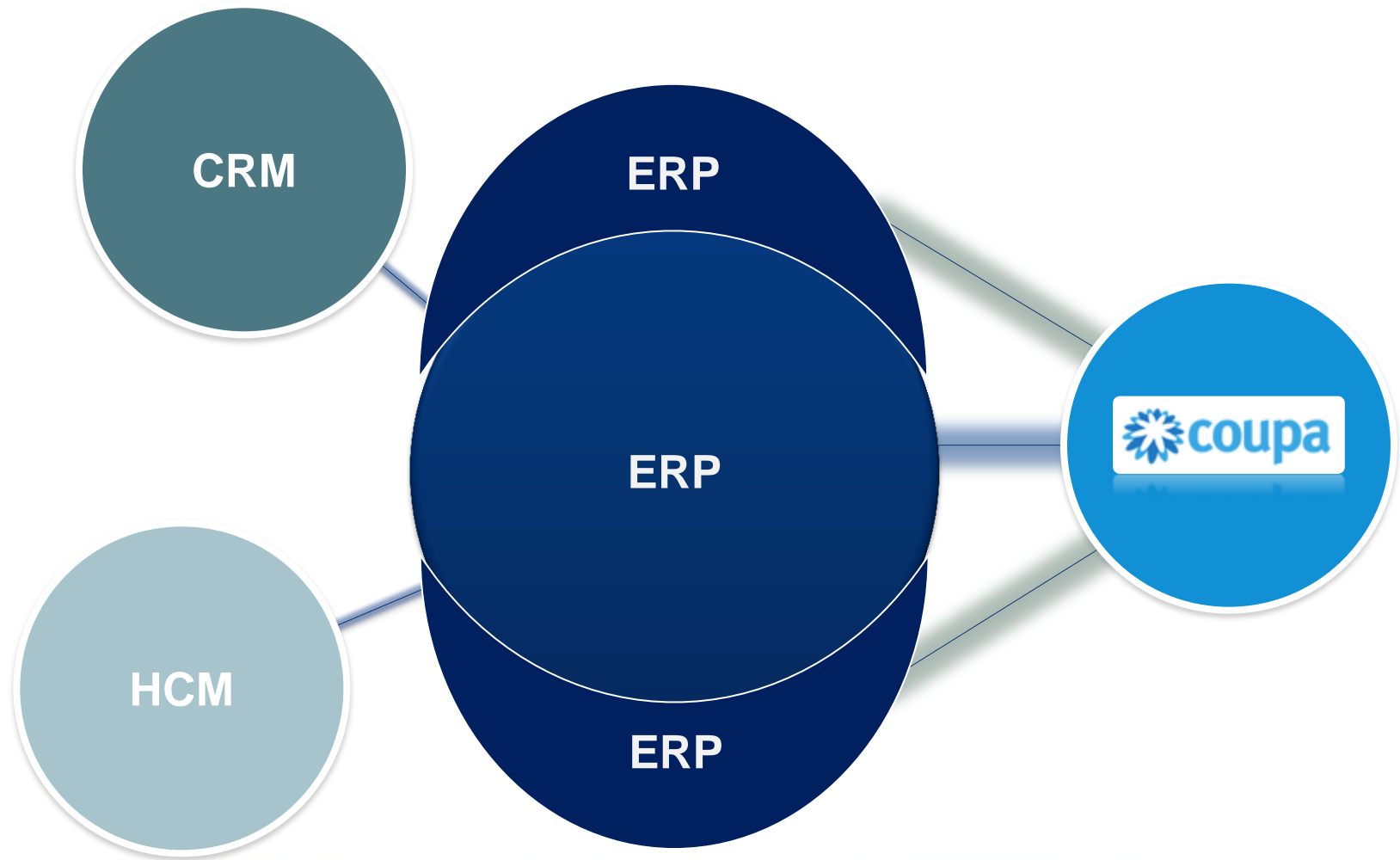
Legacy Vendors

Started with building for the BACK OFFICE

and then tried to add Self-Service

Our Approach is 180° different

We start with Delighting USERS

and Deliver for the Back Office

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Transaction Silos

Pre-Approved

Un-Approved

Post-Approved

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Transcription Silos
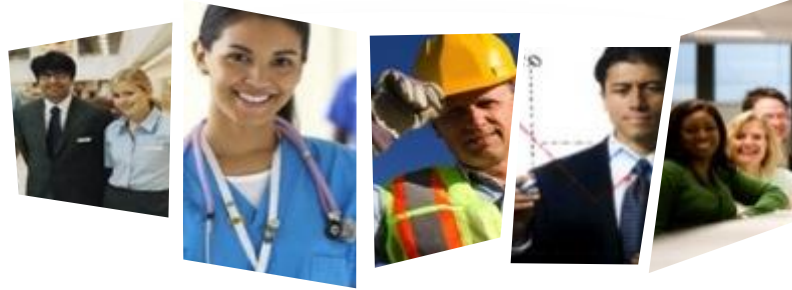
Procurement

Invoice Management

Expense Management

Transaction Silos

Procurement

Visibility
Compliance
Efficiency
Training
Integration
Administration
Upgrades

Invoice Management

Visibility
Compliance
Efficiency
Training
Integration
Administration
Upgrades

Expense Management

Visibility
Compliance
Efficiency
Training
Integration
Administration
Upgrades

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Holistic Spend Management

Holistic Spend

Visibility

Compliance

Efficiency

Training

Integration

Administration

Upgrades

Spend Optimization Suite

- Analytics
- Reports
- Sourcing
- Budgets
- Integration
- Suppliers
- Contracts
- Catalogs

Procurement

Expenses | Invoicing
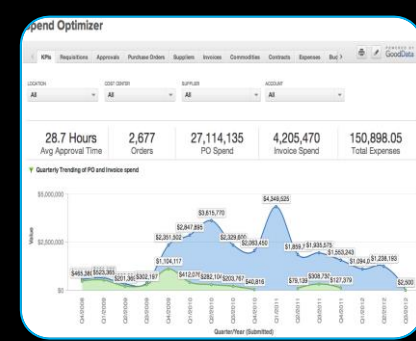
100% Mobile Powers Adoption

Browser

Use the browser of your choice!

Built for mobile since day 1 for industry leading usability.

Email

Coupa Actionable Notifications
for specific actions
Approve, Invoice, Comment…

Native App

Native iOS & Android apps
perfect for end users that prefer an app experience.

Roadmap

	Year
Inventory, Travel Integration, Actionable Emails	2014
Sourcing, Native Mobile Apps	2013
Advanced Contracts, Invoicing	2012
Analytics	2011
Expense Management	2010
Benchmarking, Mobile Approvals	2009
CSN, Receiving, Reporting	2008
Procurement	2007

Expanding Breadth

Expanding Depth

Figure 3 TechRadar™: Software-As-A-Service, Q1 '14

FORRESTER

Risky Bets | Contenders | Strong Performers | Leaders

SciQuest · Verian · SAP · Oracle EBS · Oracle Fusion · Capgemini IBX · Ariba · Coupa · Basware · Ivalua · Oracle PeopleSoft

Market presence
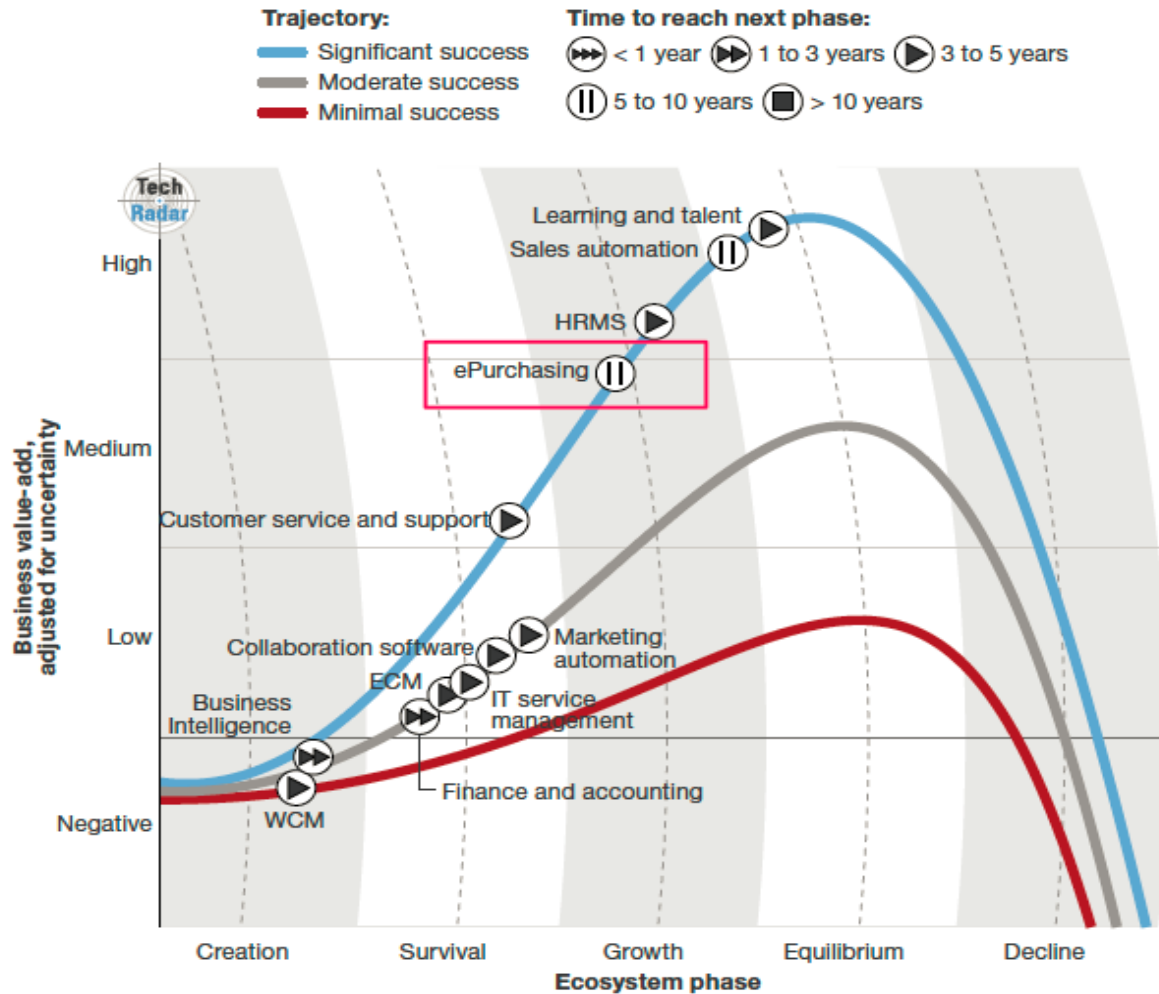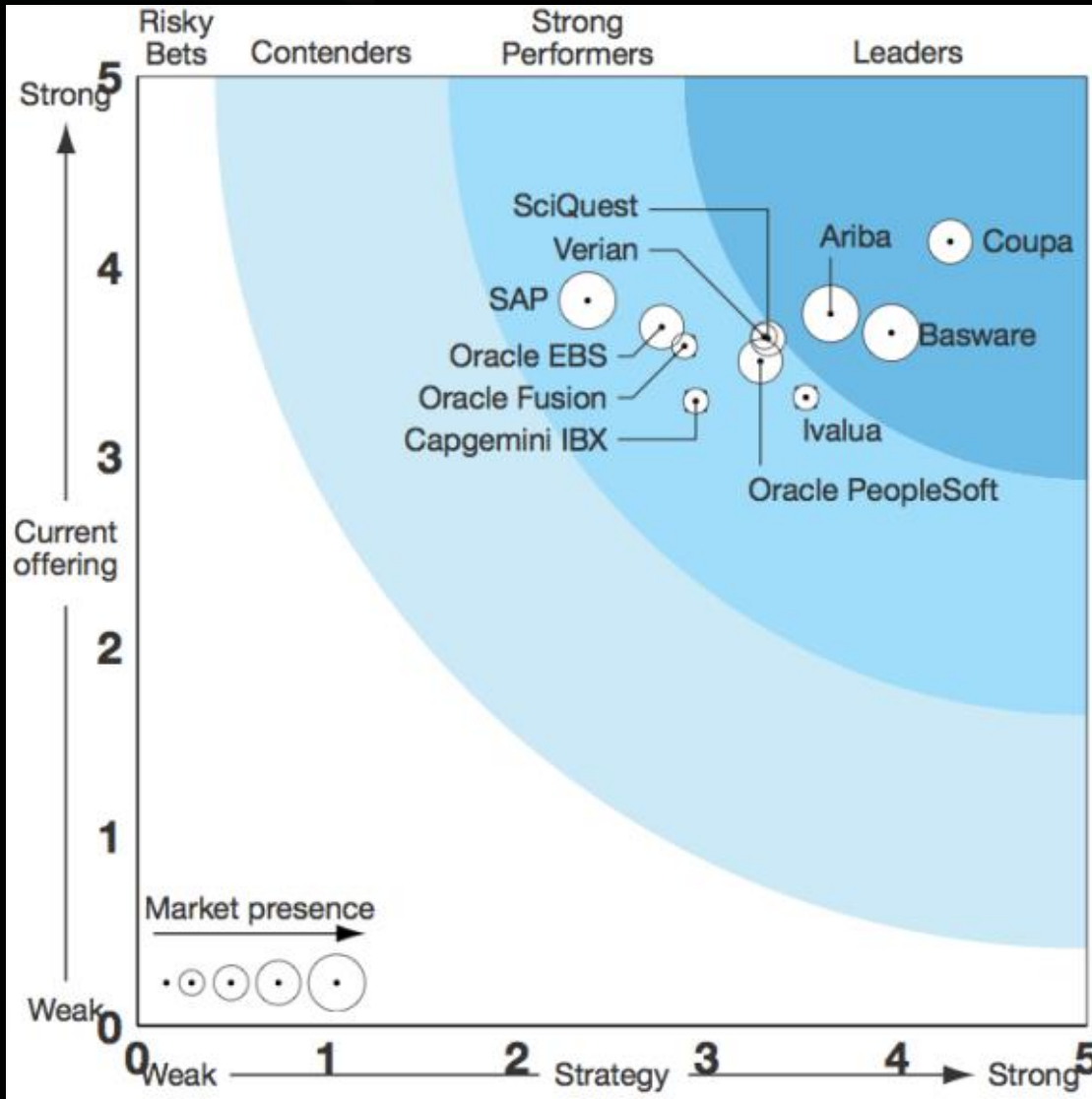
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Rated #1

#1 - Strategy

#1 – Current Offering

Gartner

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Rated #1

	Coupa	SAP	Ariba 9r1	Ariba 11s	Oracle eBus	Perfect Commerce	Basware	Oracle Peoplesoft
	1st	2nd	3rd	4th	5th	6th	7th	8th
Technology Platform Score	47	32	34	37	25	35	37	21
Number of Perfect Scores	9	1	3	1	0	1	3	0
Number of Top 5 Rankings							None	None

*Score computed based on the number of quadrants filled-in e.g. 47 out of 56 quadrants were filled-in for Coupa.

#1 - Ease of Use

#1 - Time To Value

#1 - Technology Platform

#1 - Customer Success

Focus on Success

Employees

Rent-A-Center Streamlines Store Procurement

▸ **Employee and supplier adoption across 3,000 stores, 20,000 employees and 57,000 suppliers**

▸ **97% of spend on contract (pre-approved)**

▸ **Failed with 2 previous P2P systems**

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Procurement

Over $5B of Spend through Coupa

▸ **99% of spend pre-approved**

▸ **Spend visibility to over 30,000 suppliers**

▸ **Prior to Coupa, Requestors circumvented the system with manual check requests**

AP

Spend Visibility and AP Efficiency across 1,800 locations over 1.5M invoices annually

- ▸ **Invoice processing estimated savings of $1.2M/month through eliminating rogue spend**
- ▸ **Use of Self-Service Invoicing across 1800 locations to submit to Shared Services queue**
- ▸ **Eliminated manual coding and invoice processing at the store level.**

Suppliers

Eliminates 20 Systems & Gains True Spend Visibility

▸ **95% of suppliers utilizing Coupa Supplier Network – at no additional cost to Armstrong or the Suppliers**

▸ **Reduced paper with large supply base of small/regional suppliers as well as enterprise sized suppliers**

▸ **First pass invoice match rate of 95% (automated, touchless)**

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IT

Captures All Spend in One Application

▸ **1st SaaS implementation at CCBCC**

▸ **90% of PO's now sent electronically**

▸ **Over 10,000+ Catalog Items**

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The Road Ahead

What's Coming With Coupa R12

Supplier Actionable Notifications

▸ Suppliers take action directly from PO emails with or without registering for the portal

▸ No contracts for supplier and minimum technology requirements
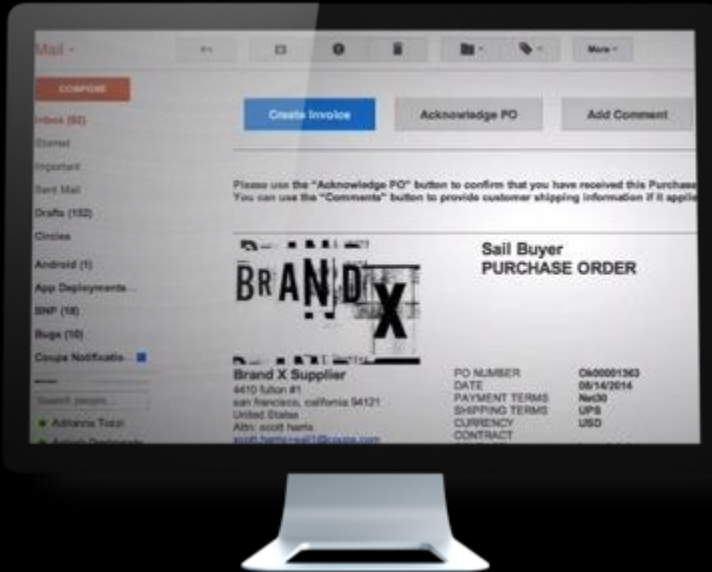
Enhanced eInvoicing

▸ Creation and presentation of PDF evidence

▸ Additional Archiving capabilities

▸ Partnership with Trustweaver

▸ Invoice Email Inbox enhancements
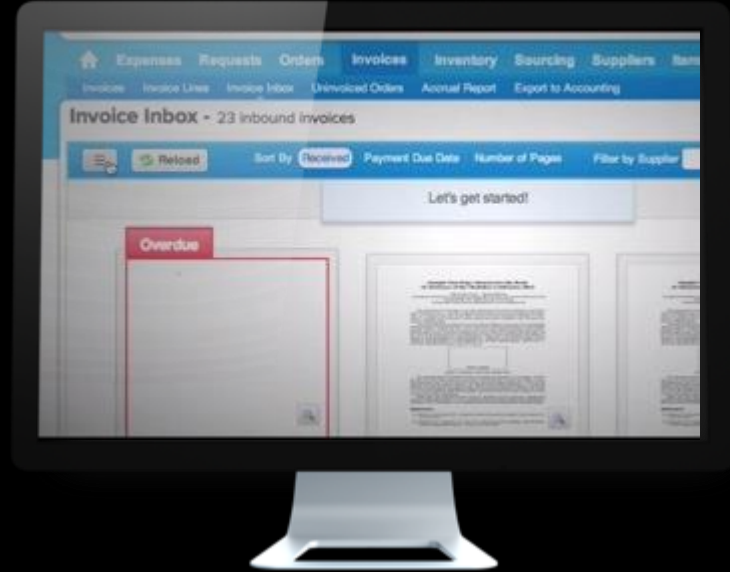
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What's Coming With Coupa R12

Coupa Inventory - GA

- ▸ Eliminate redundant spend with internal ordering
- ▸ Streamline stock management
- ▸ Actionable insights
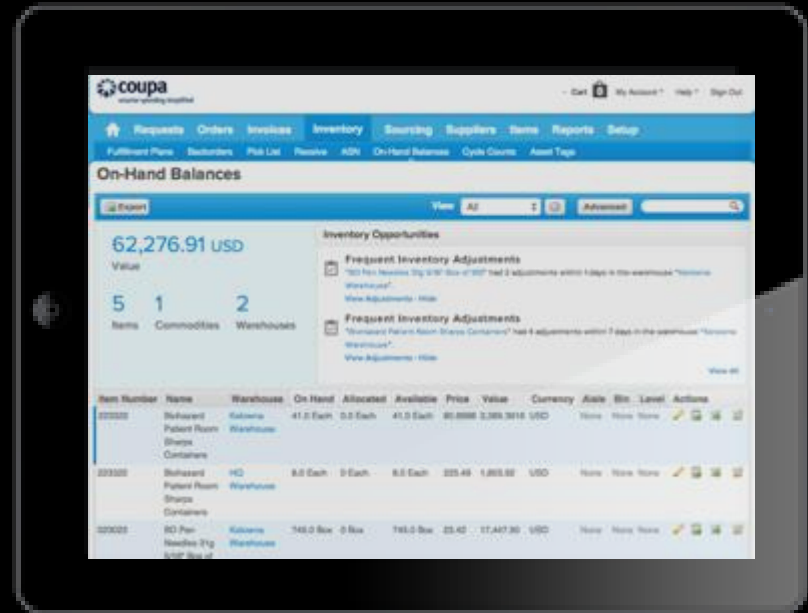
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What's Coming With Coupa R12

Mobile

- ▸ Voice recognition to create expense line items
- ▸ Mobile app for Android 2.0
- ▸ Push notifications for invoice approval

Platform

- ▸ HIPAA compliance enhancements
- ▸ End user selection of language with country flags
- ▸ Inclusion of in-flight requisitions on budgets

Analytics

- ▸ Deliver more reports, 4x the business objects and 5x faster
- ▸ Efficiency metrics such as requisition cycle time that includes trend and spans the entire process

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Our Approach to Building Products

CUSTOMER
REQUIREMENTS

MARKET
REQUIREMENTS

PURE
INNOVATION

PRODUCT ROADMAP
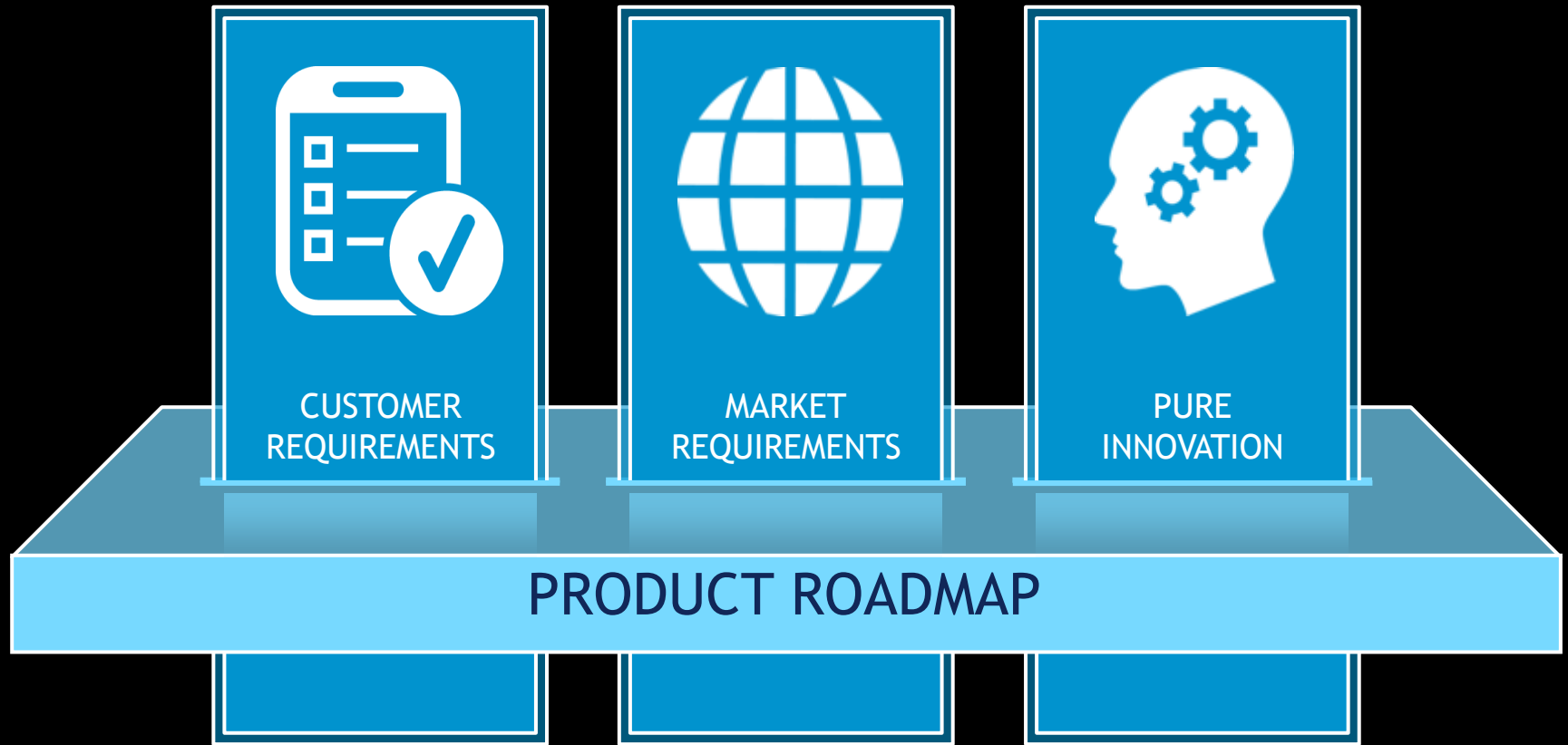
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Questions?

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Roundtables

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Success as a Service

The Big Picture

Choice based on what *Really* Matters

Measuring Success…..Continuously

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Familiar Colors and Shapes
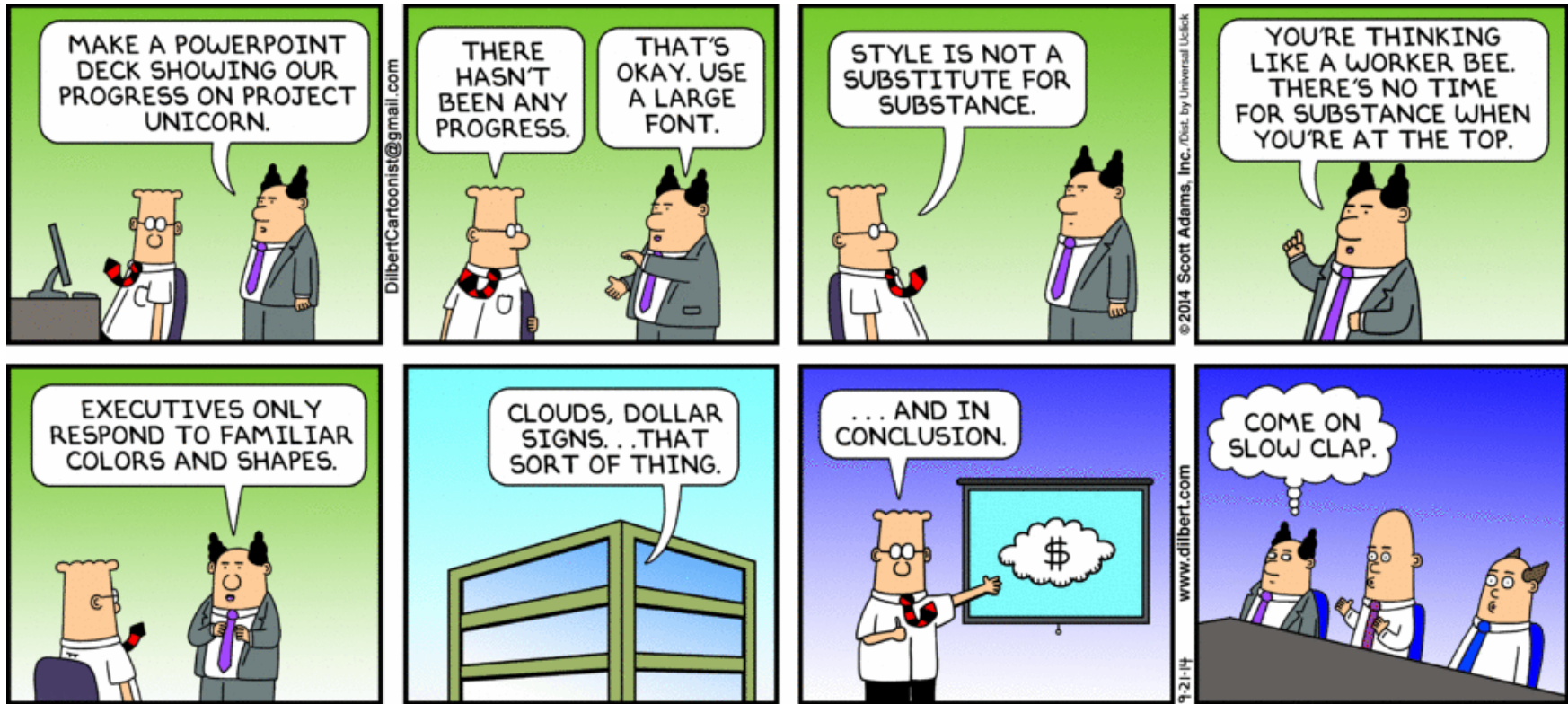
Quick Poll

In 2014, what's the top CFO priority?

A. *Risk and regulations*

B. *Cash flow management*

C. *Timely financial reporting*

D. *Business insights to make smart decisions*

E. *Dilbert's recommendations*

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Quick Poll

What spend management KPIs does the CFO care about?

- *DPO (days payable outstanding)*

- *EPS through hard cost reduction (including savings)*

- *Cost avoidance*

- *Procurement and invoicing cycle times*

- *Timeliness of analysis and financial reporting*

CFO Priorities

Value Driver	How?
Optimize cash flow	▸ **Increase DPO (negotiate better terms, ensure compliance on terms, targeted term extension)** ▸ **Strategically leverage early pay discounts (pre-negotiated and dynamically offered)**
Improve profitability	▸ **Better business decisions & financial planning based on line item level, real-time spend data visibility** ▸ **Improve spend management vs. budget** ▸ **Spend savings (if budget accountability is enforced)** ▸ **Minimize taxes** ▸ **Invoice processing cost reduction (external / internal)** ▸ **Invoice storage cost reduction**

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CFO Priorities

Value Driver		How?

Accurate, timely financial reporting
- ▸ More accurate accruals – higher % of spend pre-approved vs. un-approved or post-approved
- ▸ Ongoing real time view of committed spend, payments and outstanding liabilities
- ▸ Faster "close" – visibility into spend when it happens

Financial controls
- ▸ Reject unnecessary spend before it happens
- ▸ Easily configurable approval rules and workflows
- ▸ Create a culture of responsible spending

Risk mitigation
- ▸ Easier to report on specific regulations
- ▸ Audit trails and process documentation
- ▸ Right items from the right vendors

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'I Need Coupa"…..

Cost Reduction / EPS

Global Rationalization Project

Financial Controls/ Compliance

M&A Cost Synergies

Shared Services Initiative

Going Public

Eliminate Wasteful Spending

Supplier friction

Multiple ERPs

The Big Picture

Choice based on what _Really_ Matters

Measuring Success…..Continuously

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No Clear Criteria for Decisions

Symptoms of Success

Capturing transactions
(expenses, purchases, invoices,
int. inventory) in one system

Line item level spend
visibility

Adoption by All – End users,
Buyers, AP, Admin, Suppliers

THE
SECRET
SAUCE

Timely insights to make
smart business decisions

Adaptability to change
without major time / cost
(Time to Market)

Paper -> Automated by
enabling all suppliers

More pre-approved spend

Typical Coupa Business Case

Value Driver	Conservative	Likely
Higher Spend Under Management	$24.0 M	$28.0 M
Cost Avoidance – Budget Compliance	$4.0 M	$5.0 M
Higher Early Pay Discounts	$2.0 M	$3.0 M
Lower Overpayment to Suppliers	$4.0 M	$4.5 M
Lower Invoice Processing Cost	$2.0 M	$2.5 M
Eliminated Invoice Storage Cost	$0.5 M	$0.7 M
Lower IT Systems and Support Cost	$0.5 M	$0.8 M
TOTAL (annual, at full ramp up)	$37.0 M	$44.5 M

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Higher Value, Faster Value – Both Matter a Lot!

COUPA (5 Year Benefits = $144 M)

Annual benefits at full ramp up: $37 M

	Year 1	Year 2	Year 3	Year 4	Year 5
Ramp up % (faster)	20%	70%	100%	100%	100%
Benefits	$7.4 M	$26 M	$37 M	$37 M	$37 M

OTHER OPTIONS (5 Year Benefits = $46 M)

Annual benefits at full ramp up: $22 M (40% lower than Coupa)

	Year 1	Year 2	Year 3	Year 4	Year 5
Ramp up % (slower)	0%	10%	30%	70%	100%
Benefits	$0 M	$2.2 M	$6.6 M	$15.4 M	$22 M

Comparative 5 Year TCO

Step 1: Common basis (spend, users, invoices, suppliers) for comparative 5 year TCO

Step 2: Estimates for all possible costs over 5 years from all vendors

	Coupa	Other Option
Implementation Cost	~30% lower	~30% higher
System Customization/Development	$0	$5 M
Ongoing System Support	~80% lower	~80% higher
Impact of Supplier Network Fees	$0	$3 M
IT Systems Consolidation	6 Mos Faster	6 Mos Slower
Hardware / Infrastructure Cost	$0	$2 M
TOTAL	Much Less	Much More

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The Big Picture

Choice based on what _Really_ Matters

Measuring Success.....Continuously

Armstrong's Success KPIs

Spend Under Management 56% ➔ 88%

Catalog POs 0% ➔ 26%

ACH Payments 33% ➔ 58%

Paper PO 0% ⬅ 100%

No Cost PO Flip Invoicing 0% ➔ 78%

Fully Integrated Invoicing 0% ➔ 22%
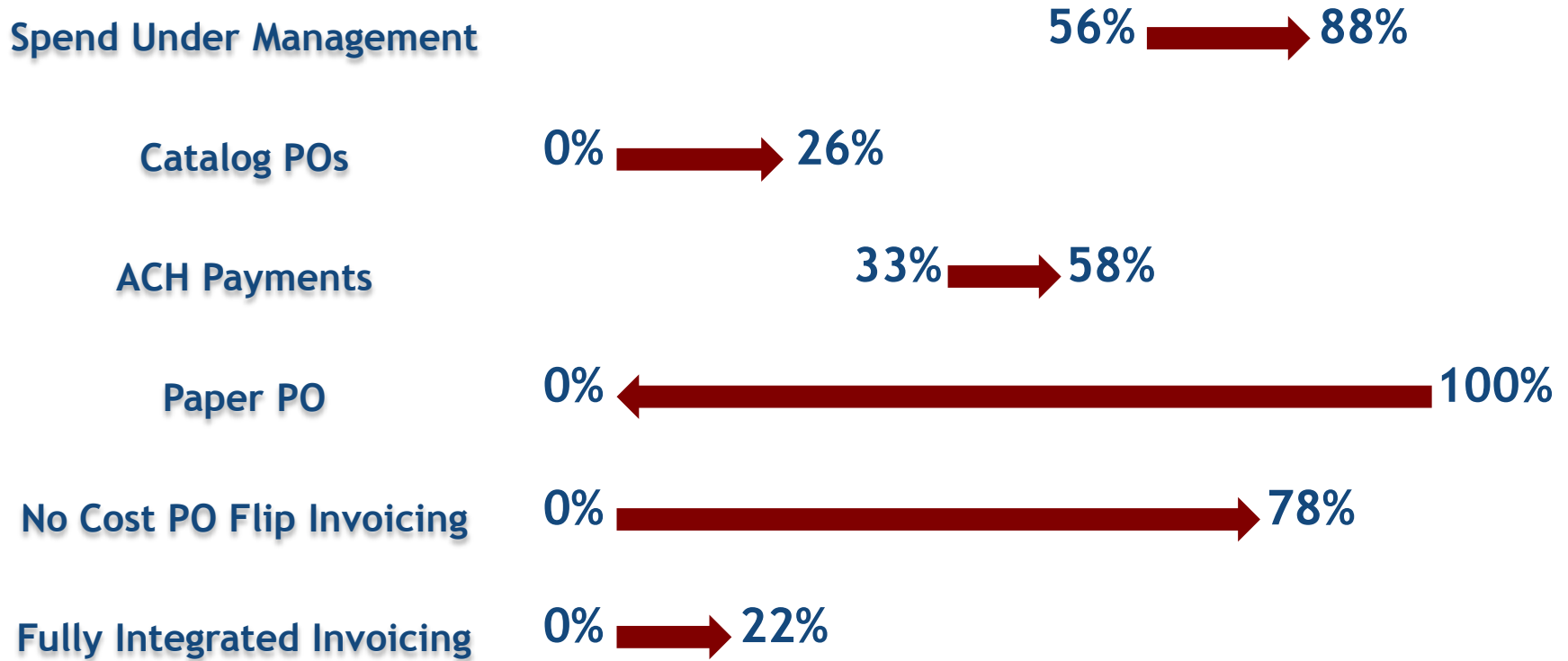
Procurement Success KPIs

	Before		After
% spend captured in a system	< 30%	→	> 80%
% user adoption of system	< 30%	→	> 90%
% spend through catalogs	< 20%	→	> 50%
% spend that is pre-approved	< 30%	→	> 60%
% spend under contract	< 40%	→	> 70%
% compliance with contracts	< 40%	→	> 90%
% of POs sent electronically	< 20%	→	> 40%
Requisition to PO cycle time	> 7 days	→	< 1 day
Strategic / Transactional Mix	20%/80%	→	80%/20%

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Accounts Payable / T & E Success KPIs

	Before		After
% early pay discount capture	< 5%	→	> 10%
Cost per Invoice	$15-20	→	30% lower
Invoice OK to Pay cycle time	> 20 days	→	1 - 3 days
% of Invoices received electronically	< 20%	→	> 40%
% of Invoices with inaccuracies	> 15%	→	< 3%
Strategic / Transactional Mix	20%/80%	→	50%/50%
Processing cost per expense report	$20	→	$5-10
Fraud / Leakage as % of T&E spend	2%	→	< 0.5%

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Measuring Success with Coupa

1. What are your areas of focus?

▸ Example: I want to focus on Lower Invoice Processing Costs!

Focus Area ①

Baseline ②

2. How are you performing today?

▸ 8 AP Processors

▸ 150,000 invoices, but expected to double over 1 year

Change ④

Target ③

4. How do we affect change in this Focus Area?

▸ Reduce Invoice Cycle Time

▸ Reduce # of manual invoices (tolerances)

▸ Electronic invoice approvals for PO-backed

▸ Payment System integration

3. What is your target performance?

▸ 5 AP Processors for 101% increase in invoices (rest 3 re-deployed)

▸ Eliminate overtime costs

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Roundtables

Roundtable Direction

Clockwise
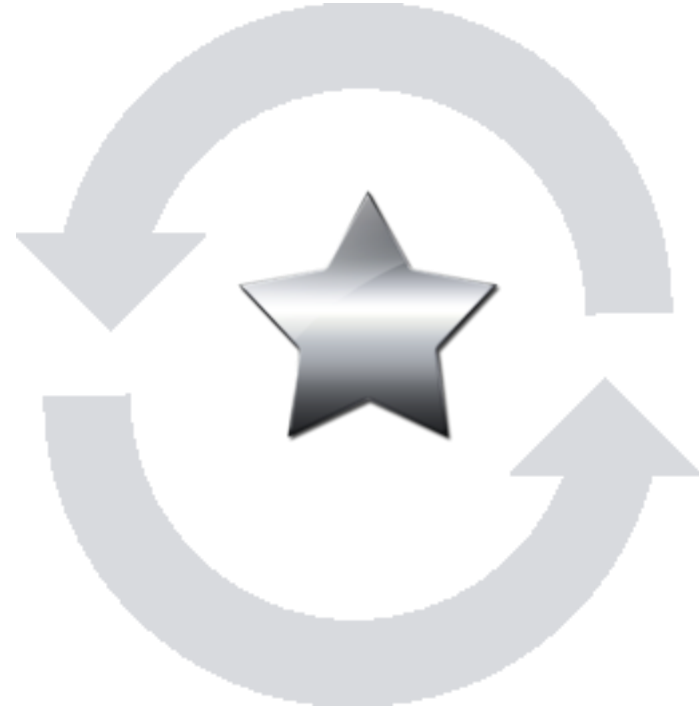
Counter Clockwise

Roundtables

Key Takeaways