

Set Your Supply Chain Up for Growth With Strategic Network Optimization

Coupa Network Optimization



Look Beyond Basic Network Optimization

Companies are under increasing pressure to adapt their supply chain strategies to external challenges like tariffs, environmental regulations, and evolving customer demands. As a result, reevaluating supply chain network design on an ongoing basis has become a critical priority. While many solutions focus solely on basic network optimization, they often overlook key factors such as sourcing, macro causal factors, transportation, and inventory. To remain competitive and fuel growth, organizations need a more comprehensive approach that balances cost, quality, service, resilience, and sustainability—delivered through an agile solution that enables continuous assessment and adjustment of your supply chain policies.

78%

Of supply chain executives cited that cost was their primary criteria for making strategic network design decisions according to [Kearney](#).

Network Optimization, part of [Coupa Supply Chain Modeler](#), enables businesses like yours to evaluate complex supply chain scenarios to minimize the cost to serve while improving customer service thereby maximizing profitability for the business.

Endless Configurations, Limitless Potential with Network Optimization

Whether you're navigating M&A, new product lines, or geopolitical shifts, Coupa's network optimization solution helps you adapt with confidence. Selecting the right algorithm for a supply chain challenge is no easy task—it requires deep analytical expertise and domain knowledge. With over 25 years of experience in designing and applying pre-engineered algorithms to complex problems, Coupa removes the guesswork, empowering you to optimize your network and drive cost savings.

Key Features:

Strategically plan capex and capacity investments

Ensure strategic investments are made and resources are allocated efficiently by creating a time-phased plan for capital expenditures as your business conditions evolve. Model different scenarios to identify where additional manufacturing or distribution capacity is required, decide whether to build in-house or outsource to contract manufacturers, and determine the optimal timing for bringing new assets online.

Conduct a footprint analysis considering every last detail

Whether optimizing an existing footprint (brownfield analysis) or expanding into new markets (greenfield analysis), leverage network optimization to help you determine the best facility locations. Identify the ideal placement for a fixed number of sites or find the minimum needed to meet service constraints. By computing the center of gravity for candidate locations or applying service-based distance limits from demand centers, you can improve service levels, reduce costs, and support long-term growth.

Refine your annual operating plan (AOP) and budget

Enhance budgeting and operational planning with a data-driven approach instead of relying on assumptions. Model budget needs by supply chain function in sync with financial cycles to pinpoint key cost drivers and accurately forecast cash outflows. This enables proactive financial adjustments, prioritization of high-impact initiatives, and seamless alignment between financial plans and operational goals.

Optimize product flows

Determine the most efficient paths for moving products from suppliers to customers. The system selects optimal sources and transportation modes and dynamically adjusts to changes in demand, transportation and warehousing costs, and capacity constraints to maintain a cost-effective and resilient supply chain.

Navigate taxes and duties and nearshoring policies

Incorporate region-specific tariffs, import/export fees, and trade regulations into the network optimization model to assess total landed costs across different sourcing and distribution scenarios. When running scenarios to evaluate nearshoring options, the model balances trade-offs between cost savings, lead times, and supply chain risk to determine the optimal strategy.

Gain a Competitive Edge With Coupa Network Optimization

5-14%

Decreased Operating costs

From transportation, warehousing, and production

9-30%

Cost Avoidance

Through repeated optimization to future proof and avoid wasted cost and movements

5%

Increase in Revenue

By leveraging supply chain assets more efficiently to increase sales

Create a network strategy that achieves tangible results

After a merger, a dairy company needed to integrate a new product line while optimizing its expanded supply chain. Acquiring two additional manufacturing sites increased volume by 20% but created inefficiencies in truckload utilization due to overlapping customer bases. Using Greenfield Analysis and Network Optimization, the company restructured its distribution network to determine the optimal number and location of DCs. This optimization led to a **6-10% cost reduction, a 14% increase in truckload utilization, and a 33% decrease in shipments**, improving overall efficiency and service levels.

Ready to get started? [Request](#) a tailored demo today.