



The Trusted Platform for  
Business Spend Management



# Vertical Farming, Horizontal Costs

BOWERY FARM REALIZES RAPID ROI WITH COUPA

## BOWERY

# VERTICAL FARMING, HORIZONTAL COSTS

BOWERY FARM REALIZES  
RAPID ROI WITH COUPA



“With Coupa, the accounting team can now seamlessly go in and process invoices. The supply chain teams can jump into a catalog and order items, with all the documentation in one place.”

### SUPPORTING AN AGRICULTURAL REVOLUTION

Bowery Farming is a New York-headquartered vertical farming company which builds smart indoor farms near the cities it serves, creating optimal conditions to cultivate fresh, traceable produce that is available year-round.

Vertical farming represents the next step in the evolution of agriculture. Early farming resulted in settlements, the industrial revolution resulted in mass urbanization, while densely populated cities, and globalization, resulted in a significant space between where food is produced and consumed. The development of industrial scale agriculture taking place on massive tracts of land far away from cities raises logistical challenges and issues of sustainability. And much like the early pioneers of the skyscraper realized, farming vertically solves many of these associated issues.

“I grew up in traditional farming in rural Alabama, so it’s pretty cool to see this flipped on its head,” shares David Hose, Director of Financial Systems, Bowery Farming. “Bowery Farming’s mission is to use technology to rethink the farming process and to deliver great fresh produce to our customers in a new, sustainable way.”

Bowery currently has three active farms in the northeast, with plans to expand throughout the southeast region of the United States. Although vertical farming may be a relatively new concept for some people, Bowery has already built enough indoor farming space to successfully thrive within a competitive landscape.

The most important goals for Bowery, at the forefront of a relatively new category, are speed and scale. However important as these are, the goals must not be achieved at the expense of quality. “At the end of the day, we’re very much a customer-focused company. We do whatever it takes to ensure that the quality of the product is exactly what our customers demand,” notes David.





Within less than one year, generated a positive ROI on Coupa subscription cost and eliminated the need to hire another AP processor.

### EMBRACING AN END-TO-END APPROACH

Bowery went live with Coupa in May 2022 utilizing multiple procurement and finance solutions across the Coupa platform.

A fundamental purpose for the Financial Systems team is to provide technology solutions which make the business as efficient as possible. These efficiencies could be anything from engineering to accounting and supply chain. "We have an innumerable amount of moving pieces. Trying to secure the right technology to address these moving pieces can be a lot to manage. For us, figuring out a way to do this in the most efficient and effective way possible is a huge goal," says David.

"Prior to Coupa we had several different point products," adds David. "We had one system for purchase orders, we had one system to do invoicing. Trying to link our solutions together was extremely challenging. We had no real visibility into spend and we sometimes struggled to get invoices paid because everything was manual.

Bowery needed a platform which could deliver ease of use and complete visibility across their procure-to-pay processes, but also one that could grow with the business. "The name of the game for my team and me is to do as much as possible with as few resources as possible," states David. "For instance, we process about 1,200 invoices and add 30 new suppliers per month and do so with just one person on the accounts payable team."

Selecting Coupa as a standardized platform for both Finance and Procurement was the right next step for Bowery. Coupa has transformed how Bowery Farming operates - which matches the company's focus on agricultural advancement. One of the most noticeable benefits of Coupa has been the reduction of manual work according to David. "With Coupa, the accounting team can now seamlessly go in and process invoices. The supply chain teams can jump into a catalog and order items, with all the documentation in one place. It's fair to say that Coupa has made my life easier in several ways. I'm able to do my job incredibly faster. With my new-found free time, I've been able to focus on more strategic level work."

Coupa means individuals can concentrate on the job at hand rather than becoming bogged down in what amounts to administrative tasks. "We want an engineer to be able to focus on their job and not spend time figuring out how to purchase items," explains David. "We've implemented Coupa where our people can go in and do exactly what they need to do. It accomplishes exactly what we hoped for - an elevated level of productivity."

Additionally, having controls and compliance embedded into the platform makes a remarkable difference to the overall workload at Bowery. "Having approvals for all types of transactions, requisitions, and invoices, as well as a three-way match of the invoice, PO, and the receiving report is a game changer. These are areas companies can often need to wrestle with and consider as an aside to the actual invoicing platform. With Coupa it is all embedded in the platform and, for us, that is abundantly powerful."

## SOWING THE SEEDS FOR A BRIGHTER TOMORROW

In recent years Bowery has been feeling some of the same supply chain pains which the rest of the world has been experiencing, notably in equipment purchases. As a vertical farming company, Bowery is powered by technology and has manufacturing at its core. This means Bowery is reliant on specialized equipment which often has long lead times. "Coupa has helped us enormously in terms of being able to source equipment within reasonable time-frames," voices David.

With an emphasis on customer satisfaction, Bowery recognizes the importance of cultivating and keeping strong relationships. Bowery's customers, who are typically large wholesale grocers, care about the quality of the product as well as sustainability, because ESG initiatives are increasingly important to their customers. Thanks to Coupa, Bowery is able to move quickly while also providing detailed information regarding the sustainability of all of its produce.



**97%**  
of Bowery's vendor  
payments are done  
through Coupa





Over  
**1,200**  
processed and 30 new  
suppliers per month

“*Within a short period of time, Coupa has helped us produce a notable return on our investment. I use a slew of systems and I’m consistently impressed. Coupa has grown with us and it truly feels like Coupa goes the extra mile.*”

## REAPING THE BENEFITS OF WORKING WITH COUPA

Bowery prides itself on taking an all hands on-deck approach to work. And, Coupa allows Bowery employees to be efficient regardless of the numerous hats one often has to wear. “Some companies can have very cookie cutter roles,” observes David, “But for us those lines get blurred quite often. For instance, by trade I’m in the finance organization, but most days I feel like I’m more on the supply chain or even sometimes on the engineering side. Coupa has helped us with those blurred lines.”

By utilizing Coupa for digital payments, David and his team have transformed internal operations - maximizing productivity and time spent across the organization. Approximately 97% of Bowery’s vendor payments are done through Coupa. “We’ve been able to execute our sensitive, cross-border transactions because the Coupa platform conforms to the banking requirements based on locality. Within less than a year, we’ve been able to generate a positive ROI on our Coupa subscription cost by eliminating the need to hire another AP processor as well as saving precious time processing payments in other systems,” expresses David. As David’s team plans for the future, using Coupa to process employee reimbursements for travel and expenses will add even more value to the company’s comprehensive solutions.

The Coupa platform is already set to play a vital role in Bowery’s next round of digital transformation plans. The company is going through an ERP change and Coupa will play a key part. Bowery also plans to use Coupa to create a ‘digital picture’ of spend. “We can take the Coupa data to suppliers and do true sourcing, which is something companies our size aren’t often able to achieve until later years.”

As Bowery Farming continues to thrive, Coupa will support the company’s success. “Coupa is important to our business because it gives us a one stop shop for spend management. Within a short period of time, Coupa has helped us produce a notable return on our investment,” declares David. “It is probably the most popular system and Slack channel at Bowery. I use a slew of systems and I’m consistently impressed. Coupa has grown with us and it truly feels like Coupa goes the extra mile.”

# About Coupa

Coupa is the cloud-based Business Spend Management (BSM) platform that unifies processes across supply chain, procurement, and finance functions. Coupa empowers organizations around the world to maximize value and operationalize purpose through their business spend.

Coupa's community of 3,000+ customers use the platform to maximize the value of over \$4T of direct and indirect spend to date.

For more information, visit [coupa.com](https://coupa.com).



The Trusted Platform for  
Business Spend Management