



The Trusted Platform for
Business Spend Management

GameStop®

It's Game Over for Manual Process and Complex Systems

GAMESTOP'S ACCOUNTING TEAM HITS
THE TOP OF THE LEADERBOARD WITH COUPA

 coupa | *SPENDSETTERS*



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GAMESTOP IS TAKING CONTROL AND SETTING BENCHMARKS WITHIN A GROWING INDUSTRY

GameStop is a Fortune 500 specialty retailer, selling games and entertainment products across the US, Canada, Australia, and Europe. As of January 29, 2022, the company operates 4,573 stores and e-commerce sites under the GameStop, EB Games, and Micromania brands. The gaming giant also owns and manages 50 pop culture-themed stores that sell collectibles, apparel, gadgets, electronics, toys, and other retail products under the Zing Pop Culture brand. GameStop also publishes Game Informer—a print and digital video game publication that features reviews for new releases, previews of big game titles on the horizon, and coverage of the latest developments in the gaming industry. In 2021, the company had a revenue of just over six billion dollars.

With such a wide reach, GameStop's payables were equally large, with over 750,000 invoice transactions totaling \$5.3 billion in invoice spend. After performing an initial assessment, GameStop found that their Accounts Payable department, or AP, needed an invoicing solution which could help them across three key areas: processes, technology, and people.

GameStop's current invoicing processes were, at the time, mostly manual, which made scaling and centralization difficult and forced an increase in headcount. The business's invoicing technology also lacked automation, preventing Gamestop from reaching its future growth targets. All these manual processes also translated into a misallocation of resources. Potentially high-impact teams needed to focus their attention on basic invoicing tasks, restricting GameStop's ability to implement strategic projects and scale.

Leveraging the Coupa platform, GameStop was able to improve its processes, technology, and people to reduce cycle times, drive resource efficiency, and make AP more strategic. Not to mention, the company achieved three key goals: do more with less, take expansion and growth into consideration, and increase efficiency with automation.



20%
reduction in total
accounts payable
headcount

PRIOR TO USING COUPA, GAMESTOP RELIED ON HEADCOUNT TO MANAGE PAYABLES VOLUME

“GameStop is a great organization with a cool culture and excellent people. It’s important that we have all the right pieces in place to support this—which includes technology,” shares Nathanael Pearson, VP of Global Accounting Shared Services & Global Process Owner Source-To-Pay at GameStop, “Before Coupa we were 100% manual. Every invoice was hand keyed directly into the ERP.”

“At the time when I first started, we had just done some acquisitions and the only way to then handle that volume was to grow headcount. So really the challenge was, how can we grow volume without having to consistently grow headcount?”

In answering that question, GameStop turned to Coupa. Coupa Pay allowed them to connect with their customers and vendors already using electronic invoicing. Their initial goal was to become 80% electronic.

“Essentially, we captured that goal almost immediately on day one with Coupa—where we easily got to that 80 percent. Now I want to say we’re at approximately 92 percent,” states Nathanael.

Present day, GameStop uses the Coupa platform to manage its complex invoice ecosystem—merchandise and inventory make up 30% of the overall invoices while accounting for 70% of the total dollar amount. With Coupa, GameStop streamlined routine tasks, allowing its workforce to focus on strategic tasks and be more efficient. This ultimately reduced the headcount in AP by 20% and allowed the team to do more with less.



773

suppliers were linked
to the GameStop
Coupa supplier portal

WHEN IT COMES TO FUTURE-PROOFING ANY COMPANY, THE NAME OF THE GAME IS AUTOMATION. GAMESTOP'S CURRENT SYSTEM RELIED TOO HEAVILY ON MANUAL INPUT, CEMENTING THE STATUS QUO

Prior to Coupa, GameStop had no supplier portal. In order to grow and expand, GameStop had to bring together globally dispersed divisions. "At that time, we had other divisions that were not in the U.S. that we wanted to consolidate into shared services," says Nathanael, "Coupa enabled us to do that."

In addition to consolidating into one shared services center, GameStop needed support reducing its average invoice processing period.

After implementing Coupa Pay and Coupa Invoicing Management, GameStop added 773 suppliers to their supplier portal and reduced the average invoice cycle time to just five days.

GAMESTOP'S BEST RESOURCE IS ITS PEOPLE, BUT IT WASN'T ABLE TO PROVIDE ENOUGH OPPORTUNITIES FOR THOSE PEOPLE TO MAKE A LASTING IMPACT

GameStop has dispersed Shared Service Centers located in Texas and Ireland that each have different responsibilities ranging from full source-to-pay plus expense to expense only. On top of that, GameStop has had invoice transactions in 183 countries/regions in the last year. This wide reach and differentiation makes global functionality difficult.

By leveraging Coupa for improved technology, GameStop was able to put the right people in the right roles to drive overall efficiency for the invoicing process.

"The biggest challenge we had previously was we had a lot of great people who were really good at data entry," explains Nathanael. "However, true analytics


were challenging. I correct people all the time when they call it invoice processing. It's actually invoice exception handling. That requires a special set of skills. It's taking the work a step further and considering key questions like: Why didn't this auto post? What's the background and how do I fix the root cause? It took some time to identify the individuals who could do that well."

And with user-level profiles, Coupa is then able to analyze behaviors across all employees and suppliers—not just transactions. This provides a vast amount of strategic data to influence GameStop's future roadmap.

WITH THE COUPA PLATFORM, GAMESTOP IS ABLE TO STRATEGICALLY INVOICE AND CREATE STANDARDIZED PROCESSES

GameStop uses Coupa's platform as a start-to-finish solution for invoicing processes—beginning before the first invoice is even sent. With Coupa they're able to manage and have visibility into sourcing, contracting, risk and performance management, procurement, invoicing and expenses, and payment.

Coupa specifically helps with sourcing, contract lifecycle standards, supplier information management, risk awareness, requisition, purchase orders, inventory, standard invoicing, InvoiceSmash, expenses, and early pay discounting. The Coupa platform enables strategic invoicing while also allowing GameStop to utilize multiple solutions which serve the finance team.



Community.ai offers prescriptions to help improve specific KPIs with a focus on cross-community-relevant KPIs.

With Coupa's AI-Powered Audit, GameStop can further mitigate risk by identifying non-compliant, misappropriated, and potentially fraudulent spending using machine learning. In-Flight Transaction Control puts a proactive system in place that stops risky spending before any payment is scheduled.

Visibility into all these different operations sets up GameStop to have invoice control through 2- and 3-way matching, reliable price verification, invoice-informed forecast cash positions, AI-generated invoice insights, and more.

All of these capabilities are key to future-proofing GameStop's financial foundation.



70%
reduction in average
invoice processing
time



92%

of invoices manage electronically

Average invoice cycle time of just

5 DAYS

GLOBAL TRENDS SIGNAL AN INCREASE IN BUSINESS COMPLEXITIES AND MARKET PRESSURES WHICH AFFECT INVOICING AND INVOICE AUTOMATION

As the world enters a post-COVID business world, technologies, practices, and policies are shifting. There is a growing push for more autonomous abilities which target previously manual processes for smarter decision-making and increased efficiency. Global Tax Authorities are looking to close tax gaps as progress is made post-pandemic. Most importantly, AP is increasingly leveraged as a strategic business stakeholder and contributor to Economic Social Governance (ESG) goals.

Coupa has worked to address each of these areas, establishing Community.ai as a tool for generating insights, identifying opportunities for early pay discounts, monitoring spend with AI, tax code automation, and benchmarking to help AP departments drive strategic value. Community.ai also offers prescriptions to help improve specific KPIs with a focus on cross-community-relevant KPIs.

Coupa has also continued its ongoing investment in Compliance-as-a-Service when it comes to invoicing, regularly updating offerings according to customer regulatory changes. Through this effort, there are now functionalities to assess non-PO invoices for Scope 3 Emissions reporting and Small Business Faster Payment frameworks.

With Coupa technology, GameStop has reduced its AP headcount by 20%, decreased cycle time by 70%, and added 773 suppliers to its supplier portal. With changing regulatory environments and the ever-growing role of the AP Department, Coupa also ensures that GameStop will have evolving support, especially as its business grows.

"I now have a seat at the table with the treasurer and the CFO on how we manage cash because now I have the visibility to see potential spend over the next three to six months. It's a good position to be in—at, of course, a great company," shares Nathanael.

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.



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