



The Trusted Platform for
Business Spend Management



telenor
group

Clear Connectivity to Global Spend

TELENOR TRUSTS COUPA FOR GLOBAL PROCURE-TO-PAY INITIATIVE



CLEAR CONNECTIVITY TO GLOBAL SPEND

TELENOR TRUSTS COUPA FOR
GLOBAL PROCURE-TO-PAY
INITIATIVE



VINCENT TEYSSIER-TRETON
Head of Procurement Technologies
and Transactional Sourcing, Telenor

“*Straight out of the box our KPIs are supported by Coupa. We’re actually matching pretty closely what we have as a strategic ambition to be touch free.*”



\$5BN
of spend managed
every year

Telenor Group is a leading telecommunications company with more than 175 million mobile users and operations in the Nordics and Asia. Connectivity has been Telenor’s domain for more than 165 years, motivated by connecting its customers to what matters most – this ethical approach is reflected in the group’s high standards and its commitment to responsible business conduct and empowering societies.

The group has annual sales of around \$10.8 billion (2021) and its central procurement office in Singapore, called the Telenor Procurement Company, handles around \$5 billion of spend every year. Since 2018, Telenor has relied on Coupa’s BSM platform to help with managing overall send.

With 16,000 employees worldwide and global offices, Telenor is headquartered at Fornebu near Oslo. It is also listed on the Oslo Stock Exchange.

6 DAYS

Invoice cycle times
reduced from 27 days
to just 6 days

The Coupa platform enabled a paradigm shift in Telenor's procurement processes, taking the group from a fragmented, multi-country operation to a centralized platform.

”

PRIORITIZING PROCUREMENT

Telenor's organization has several strategic pillars, one of which is statutory operations that advises the company should deliver efficiency, speed and quality through everything it does. To achieve these organizational goals, Telenor knew it required a user-friendly platform to democratize procurement and establish and grow a central function. Not only that, the newly formed central procurement function needed to support all geographies and overcome the reputation that it represented a bottleneck within the company.

Telenor knew it required visibility into all business units through a single view, spanning the Nordics and Asia, and multiple currencies. The group's goal was total transparency to ensure pricing and contracts were consistent, but also to eradicate maverick spend and improve compliance. In addition, Telenor's team

selected a variety of Key Performance Indicators (KPIs) to measure success, some of which included reduced cycle times for invoices, purchase orders, catalog updates and contracts.

“Our KPIs are related to quality. We have new efficiencies like touchless invoices. Straight out of the box our KPIs are supported by Coupa. We're actually matching pretty closely what we have as a strategic ambition to be touch free,” shares Vincent Teyssier-Treton, Head of Procurement Technologies and Transactional Sourcing.

Previous procurement processes required high volumes of repetitive, manual tasks for the Telenor team so it was critical to deliver increased automation and a user-friendly interface that would expedite adoption across geographies; with a broad range of language requirements including support for Malay, Urdu and Bengali.

DELIVERING IMPACT

The Coupa platform enabled a paradigm shift in Telenor's procurement processes, taking the group from a fragmented, multi-country operation to a centralized platform and team delivering a multitude of improvements in line with group objectives.

Telenor's users consistently rate Coupa BSM high due to the intuitive, user-friendly solution that guides them through the procurement process and presents opportunities for innovation; one example of which comes from Pakistan. The Telenor team in Islamabad used Coupa's e-sourcing module to run local auctions for a wide range of supply lines to the business to optimize costs – which even extended to the florists providing flowers to the main office campus.

"Today we wanted to replicate the Amazon shopping experience into a procurement system, and this is exactly what Coupa was giving us," says Vincent.

Now with Coupa firmly in place, Telenor has improved cash flow management and reduced invoice cycles from 27 days to an average of just six days. Additionally, Telenor has the ability to onboard suppliers quickly and easily by providing vendors with a 360-degree view of their relationship. This allows suppliers to seamlessly track their payment status, POs, and invoices.

As Vincent evaluates Telenor's connection with Coupa, he recognizes that some success goes beyond quantitative metrics. The positive reputational impact generated by approaching new vendors through Coupa translates to new providers receiving a positive experience which supports ideal contract negotiations across the board. Furthermore, regional user groups, hosted and curated by Coupa, addressed communities of Telenor users in various countries - connecting those users with Coupa users from different organizations where together they could share learnings and best practices.

"For me, Coupa has always been about community and meeting people from other companies, exchanging best practices, exchanging our frustration and challenges so that we can learn. This is what makes us stronger together," describes Vincent.



360°

Suppliers have
360-degree view
of relationship



“ Today we wanted to replicate the Amazon shopping experience into a procurement system, and this is exactly what Coupa was giving us. ”

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.



The Trusted Platform for
Business Spend Management