

Seize Opportunities with the Adaptive Supply Chain

Coupa Supply Chain Design and Planning



Disruptions are exposing inefficiencies in the supply chain

Disruptions in the global supply chain, such as fluctuating lead times, labor shortages, and geopolitical tensions, are causing companies to miss revenue growth opportunities of up to 11%. This is because many supply chains operate with high risks due to single points of failure, siloed visibility, and misalignment between strategic objectives. As consumer purchasing habits become more unpredictable and the demand for faster deliveries rises, Chief Supply Chain Officers must reevaluate their operations to optimize resource use and make informed trade-off decisions to reach their business goals.

3.6%

The additional revenue growth resilient companies attain compared to their less resilient rivals¹

Benefit from 20+ years of design & planning excellence in one enterprise solution

Coupa enables The Adaptive Supply Chain

The Adaptive Supply Chain is hyper-responsive; capable of adjusting quickly and precisely to changes in market conditions, disruptions, or unforeseen challenges. It is a way for companies to gain a competitive edge. The following are the three pillars of an adaptive supply chain:

Antifragile



Draw strength from stress and shocks, diversify risks, and dynamically adjust to stressors.

Integrated



Have end-to-end visibility and enable collaborative decision-making to unify financial and operational plans.

Optimized



Achieve a competitive advantage by running scenarios to optimize your supply chain for profit and create efficient operations.

¹ <https://www.gartner.com/en/supply-chain/role/sourcing-procurement-leader>

Limitations of current technology

Technology is rapidly revolutionizing supply chain planning, allowing executives to better balance the dual priorities of maintaining high service levels and controlling costs. Traditionally, supply chains have depended on Advanced Planning Systems (APS) with heuristic models to adjust for fluctuations in supply, demand, and capacity. However, these systems only generate *feasible* solutions within fixed parameters, not *optimal* solutions that consider the entire supply chain network.

This limitation has resulted in underperformance, failure to meet executive expectations, and erosion of profit margins. Consequently, executives are growing increasingly frustrated as supply chain leaders struggle to align with overall business strategy. This underscores the need for more advanced, data-driven approaches that can optimize performance and better support long-term business goals.

Solution: Coupa Supply Chain Design and Planning

Coupa enables the Adaptive Supply Chain through scenario-based decision-making. Leadership teams can make informed decisions that not only mitigate risks, but also unlock new growth opportunities. With Integrated Scenario Planning, companies can run optimization on a variety of scenarios in parallel to answer all kinds of questions such as:

- By how much can we reduce lead times if we shift our production facility closer to key suppliers?
- What if we faced a sudden drop in demand due to economic downturn?
- What impact will changing our transportation modes have on our sustainability goals?
- Should we transition to a centralized distribution strategy?
- What safety stock levels are necessary to ensure we maintain a high service level?

Supply Chain Design and Planning (Powered by LLamasoft) provides a common data model, a supply chain digital twin, rich algorithm library, and an AI-enabled platform where apps are deployed to decision makers. Flagship products include:

Supply Chain Modeler is an all-in-one modeling solution across network, transportation, and inventory optimization that transforms design and analysis from one-off projects to a consistent and repeatable process. Quickly access data, model the supply chain, and run countless design scenarios to confidently reach desired outcomes.

Demand Modeler offers the scale and intelligence to confidently develop demand predictions that influence strategic supply chain decisions.

App Studio delivers purpose-built apps that provide users the ability to see data, ask questions, interact with visuals, and share info across stakeholders and systems.

Supply Chain Prescriptions leverages AI engines to solve and recommend supply chain improvements.

Many of the world's most innovative companies, including 20 of the Gartner Supply Chain Top 25, use Coupa for Supply Chain Design and Planning.



Coupa helps us change the way we do supply chain planning. With Coupa we have successfully expanded our solution space and our user base.

Robert Wang

Principle Supply Chain Optimization, Nestlé USA

1-3 %

revenue improvement

5-14%

decreased operating costs

10-60%

Reduced carbon emissions

0.5-2.4%

operating margin improvement

2-15%

margin improvement