![Coupa logo] | Make Margins **Multiply**™

Collaborate to Cultivate Adaptive Processes

Coupa App Studio

Mitigate the superuser bottleneck

Business leaders are full of innovative ideas to enhance supply chain processes. However, enacting these ideas often requires passing them to modeling teams that are already stretched thin. This results in significant bottlenecks for implementation. To effectively tackle the many disruptions affecting supply chains, organizations must harness the power of collective decision-making to adapt their supply chain.

> **Your supply chain must adapt. Your technology should too.**

App Studio is a low-code process builder that extends advanced analytics across the enterprise, easing the burden on modeling super users. It enables a more adaptive supply chain to fuel business processes.

Investigate the supply chain with focused apps
Easily analyze outputs and interact with digital optimization models using a low-code toolkit

Run scenarios for continuous improvement
Create processes that empower supply chain professionals to run business scenarios to find growth opportunities

Speed up decision-making
Collaborate on relevant data to make quicker decisions that guide your supply chain in the right direction
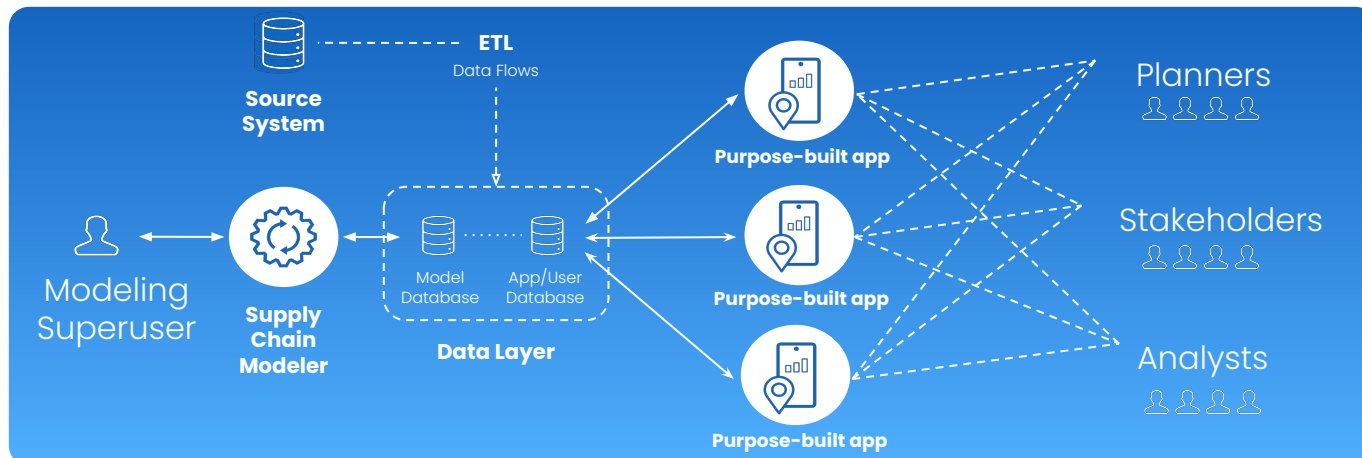
Up to:

14%
Reduction in costs from transportation, warehousing, and production

2.4%
Improvement in operating margin from improved capacity utilization and product mix

Democratize design and planning

App Studio enables you to create low-code user-friendly applications that let business users access Coupa's powerful optimization models within a planning environment. Designed for businesses of all sizes, these apps eliminate superuser bottlenecks and unify functions, so users can access all necessary data in one UI without needing to navigate multiple systems. This integration tightens governance, allowing you to control data flow to other systems and sequence processes in a way that works best for your business. The picture below shows a sample environment:

The art of the possible – in your hands
>3k successful use case implementations

Cost to Serve Analysis
Examines the total costs involved in providing a product or service to customers, helping businesses understand profitability and make better decisions about resources.

Problem: Allocate scarce capacity across multiple products that sell at various volumes and price points.

Solution: Reallocate resources to prioritize the most profitable products while reducing costs related to holding excess inventory in less profitable areas.

Supply/Demand Balancing
Align volume and capacity closely to customer orders and forecasts

Problem: Sudden increase in demand necessitates rebalancing of inventory, production, and transportation capacity

Solution: Make trade-off decisions across supplier sourcing, production capacity, and inbound transportation to closely align with anticipated demand

Regional Routing Analysis
Determine the most effective routes for shipments to minimize spend and distance

Problem: High transportation costs are incurred within each region of business due to inefficient routing.

Solution: Planners use local knowledge to optimize their routes in each region and determine whether direct routing or hub consolidation offers the greatest cost and efficiency benefits.

… And more!

> "
> We were able to move our approach from a centralized, single modeler in Luxembourg to a hybrid model to reduce the bottleneck (me!) by giving the local team the ability to simulate repeatable scenarios. App Studio is much simpler, so they could start using it faster.
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