Cloud-Based Is Best: CRM Leader Chooses Coupa for BSM

80% of total addressable spend now under management

Industry Technology

Geographies Global

Employees 29,000

Revenue $10.5B

Challenges
- Scaling for growth
- Manual, fragmented processes
- Supply base management
- Spend visibility

Solution
- Coupa Procurement

Results
- 80% total addressable spend under management
- 4,000 global users onboarded
- Standard global procurement processes integrated ERPs

Key Objectives

- Scale for Growth
- Standardize processes
- Supply base management
- Spend visibility
- Global adoption
- Spend analysis

Growing Pains Threaten a Technology Titan

Salesforce is a technology giant that develops cloud-based sales ecosystems. The company experienced rapid growth, but decentralized procurement processes struggled to keep up.

Existing ERP processes were cumbersome and confusing, and there was limited visibility into spend. Each country had different manual processes for opening requisitions and following through to POs. It was time to refresh their Business Spend Management (BSM).

Salesforce Selects Coupa for Cloud-Based BSM

Salesforce chose Coupa's cloud-based BSM platform for its worldwide scalability, accelerated time-to-value, and easy-to-earn, intuitive processes. They wanted to gain spend visibility, standardize procurement, and better manage their supply base to leverage the vast scale of the organization.

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Salesforce Scales to Success with Coupa's BSM Platform

Scaling BSM Processes for Rapid Global Growth

With Salesforce expanding globally by the thousands, BSM platform scalability and ease of use is critical, as was compliance with each country's tax codes and reporting laws.

Salesforce Now Manages 80% of Addressable Spend with Coupa

With Coupa's BSM platform, Salesforce revamped its global procurement processes to leverage configurable automation. Today, they manage 80% of all addressable spend through the platform.

Improved Visibility and Control Facilitate Decision-Making

Before Coupa, Salesforce management had to wait for IT to pull spend reports from the ERP. Now, leaders can instantly see status and trend reports for faster, more informed decisions.

Over 4,000 Worldwide Users Onboarded to Coupa Platform

Fast user adoption of the Coupa platform accelerated Salesforce's progress, allowing better management of their supply base and driving insights from spend analytics.

salesforce

" The future with Coupa is about helping Salesforce with our growth as the complexity of our spend profile increases. "

— **Sean Blitchock,**
Vice President of Finance and Strategy

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Coupa Software (NASDAQ:COUP) is the cloud platform for business spend management. With $570B of spend under management, Coupa serves companies of all sizes with the only comprehensive, open, user-centric, prescriptive and accelerated platform for spend management. Coupa's platform offers solutions for source-to-contract, procure-to-pay, expense management, supplier management, risk management and spend analysis. For more information, visit Coupa.com.