



 **coupa** for  
Life Sciences

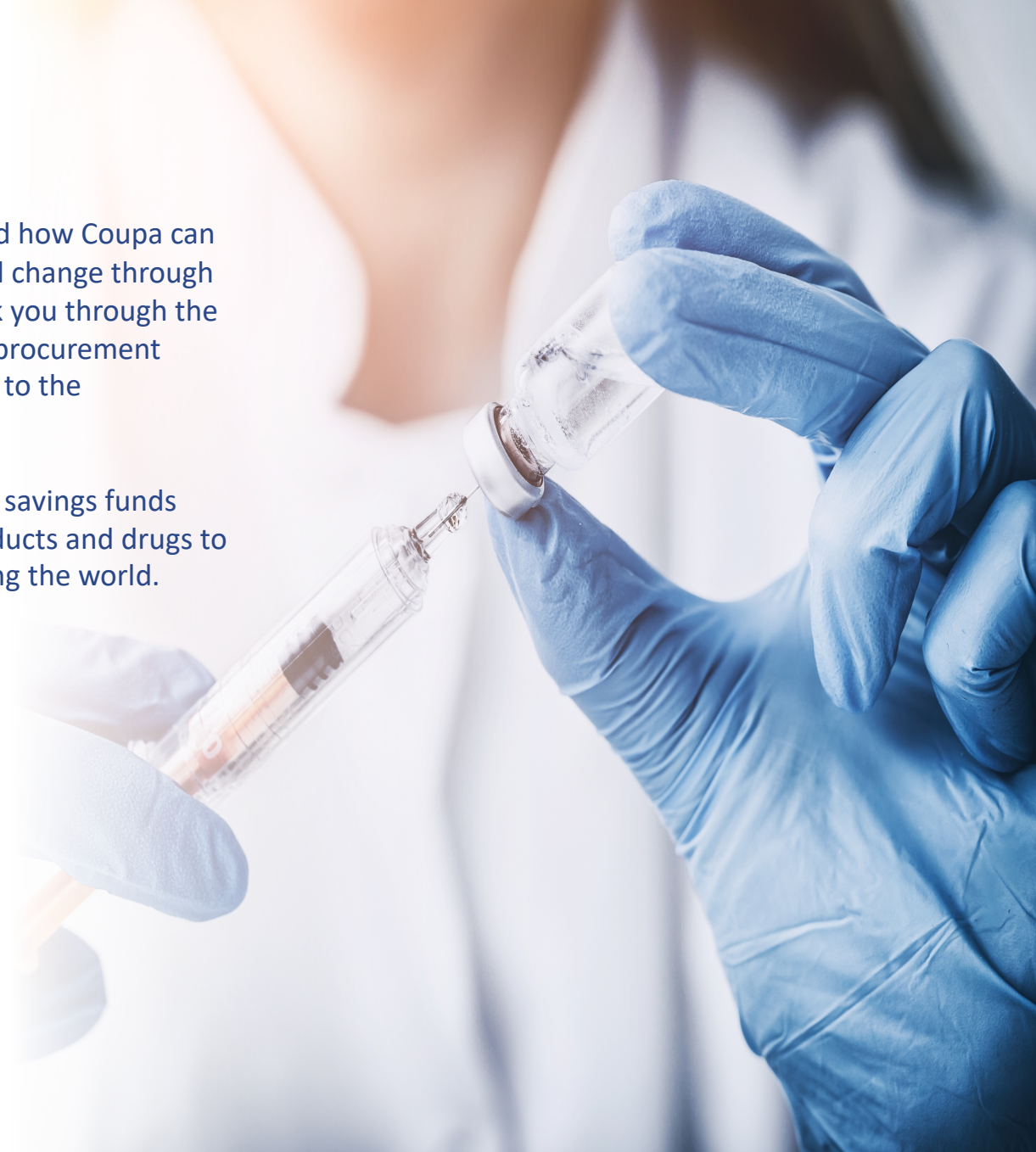
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Roadmap to Value

# Welcome

This roadmap helps you better understand how Coupa can be your trusted partner to drive value and change through your organization. It was designed to walk you through the best practices to ramp up and accelerate procurement results in a fraction of the time compared to the competition.

We recognize that every dollar of realized savings funds additional R&D so you can bring new products and drugs to market with the hopes of one day changing the world.



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# Who is Coupa?

Coupa is the leading cloud platform for Business Spend Management (BSM). Coupa helps life sciences companies manage complex sourcing events and reduce costs to fund R&D and bring new drugs to the market.

We maximize the value of every dollar you spend.

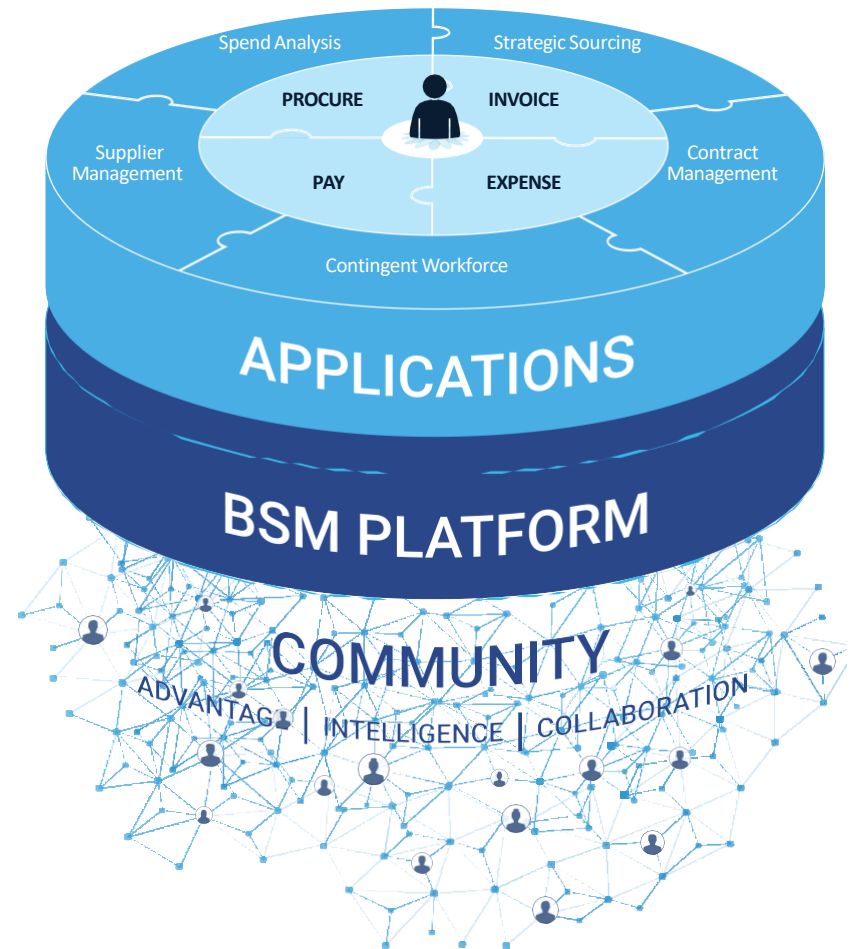




# Business Spend Management

From procurement to expenses, strategic sourcing to spend analysis, Coupa is the only BSM platform that empowers you to spend smarter and maximize the value of every dollar your business spends.

Our platform puts the user in the center of everything. Unlike traditional software that's built for the back office, Coupa was designed so that every single employee and supplier uses it, resulting in industry-leading adoption levels.



**1000**  
CUSTOMERS



**5M+**  
SUPPLIERS



**\$1.5T**  
SPEND UNDER  
MANAGEMENT



**100+**  
COUNTRIES

# Leading Life Sciences Companies Choose Coupa

## R&D Clinical Trial



## Distribution & Production

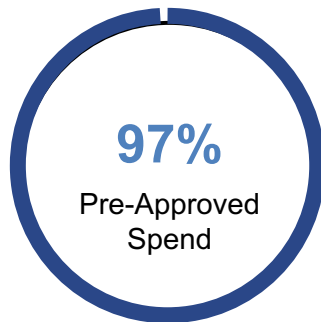


## Medical Devices

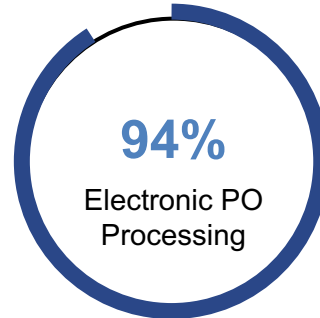


# Ensuring Customer Success With Leading Life Sciences Companies

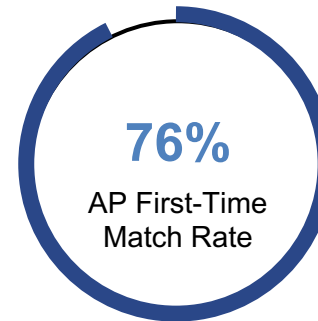
## Visibility



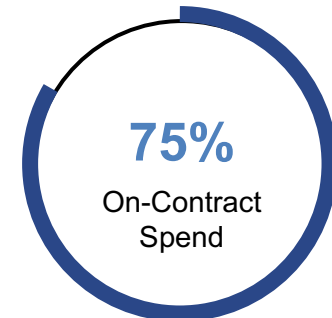
## Digitization



## Efficiency



## Compliance



Metrics from the [Coupa 2020 Benchmark Report](#)



# Life Sciences Roadmap to Value



## Stock Labs to Develop New Drugs

The first step to controlling spend is to establish the infrastructure to build a buying program with high adoption and spend under contract. Implementing an easy to use procurement platform helps scientists and lab managers spend more time innovating and less time ordering.



## Measure Business Spend & Supplier Risk

It is critical that life sciences companies understand where and how their dollars (or euros, etc.) are spent. With visibility, companies can identify issues and opportunities to preserve returns for shareholders in the immediate term while building for the longer term as well.



## Optimize Supply Chain to Drive Savings

After the business has mapped its addressable spend and identified suppliers who are risky or are overcharging, the next step is to re-negotiate key contracts to drive savings and more favorable terms.

### P2P

#### Procurement, Expenses, Invoicing & Pay

Gaining visibility and control over spend is best done on a single, unified system for all non-regulated spend. With Coupa, you can measure where and when your business is spending money and identify ways to prioritize spend for the most significant ROI. Coupa's intuitive platform requires very little training so scientists can spend more time innovating.

### AIC

Quickly identify opportunities to consolidate and save by classifying global spend. With AIC, you can gain visibility into all spending, including non-Coupa spend to understand opportunities to consolidate buying power, source, and save.

### Coupa Sourcing Optimization (CSO)

Coupa's sourcing optimization product is trusted by some of the world's largest life sciences companies to source regulated and non-regulated goods and services. CSO helps identify the right supplier by modeling scenarios accounting for volume, discounts, rebates programs, tariffs, & exchange rates.

### Inventory

Coupa Inventory takes the guesswork out of finding an item and ensures essential goods are always in stock by automating replenishment when an item is used. Coupa Inventory combined with real-time shipment tracking reduces uncertainty and downtime.

### Risk Assess

Establish a program to monitor risk across the supply chain with Risk Assess to monitor for bribery and corruption and other risks for your suppliers and your suppliers' suppliers.

### Coupa Contingent Workforce (CCW)

Gain control of services spend by comparing project milestones and billed hours against the project scope of work. Visualize business spent on management fees, services, and goods to identify significant savings.

# Streamline Lab Ordering to Reduce R&D Bottlenecks

with P2P & Inventory

**Simplified usability for doctors, scientists, and lab managers ensures on-contract ordering and prevents procurement delays.**

## Coupa can help:

- Increase employee productivity by getting them what they need quickly and spending
- Ensure quality by routing purchase requests toward the preferred items and services with negotiated prices and terms
- Avoid unnecessary spend by automating approvals, enforcement of policy, and checks against budget limits
- Ensure projects are on time with real time shipment tracking



# 16

**Business hours**  
*per PO without Coupa*

# X

# 68%

*Reduction in average PO processing time*

# 10.9

**Business Hours Saved**  
*Per PO*



Coupa's simplified user interface makes it easy for doctors, scientists, and lab managers to quickly get what they need. Over the last year, BD has reduced their PO cycle time by 43%.

# Measure Business Spend & Supplier Risk

with AIC & Risk Assess

Maximize the use of a structured and guided approach for purchasing goods and services to drive visibility, control, and compliance

Coupa can help:

- Monitor third parties for risk & fraud
- Reduce back office redundancies by automating POs and invoice reconciliation
- Reduce cost of business disruption and regulatory penalties due to poor supplier performance by monitoring risk and fraud with third parties
- Track HCP transactions (invoicing, expenses, payments & More) to comply with regulations such as the Sunshine Act



Per \$1B in spend

Reduce overbudget or unnecessary spend	\$5M
Enforce negotiated prices and terms with improved contract compliance	\$9.8M
Manage more spend with increased visibility from improved data quality	\$1.2M
Eliminate overspend from duplicate payments	\$1M
Reduce risk of late payment penalties	\$1.3M
Reduce cost of business disruption due to poor supplier performance	\$24.3K

## \$18.3M

In Annual Benefit

Per \$1B In Spend

*Johnson & Johnson*

Johnson & Johnson automated the collection of risk assessments from 3<sup>rd</sup>, 4<sup>th</sup>, and 5<sup>th</sup> parties to monitor for fraud, bribery and corruption to streamline the process and avoid fines by the DOJ.



# Optimize Your Supply to Drive Savings

with Sourcing Optimization (CSO)

Trusted by some of the world's largest life sciences companies to source regulated and non-regulated goods and services.

## Coupa can help:

- Reduce prices paid for goods and services by improving ability to execute strategic sourcing events and negotiate optimal prices and terms with preferred suppliers
- Reduce risk by diversifying suppliers while minimizing tail spend
- Accelerate business by reducing cycle times to execute sourcing activities and award business to suppliers



**27%**

*increase in spend on contract through improved sourcing capabilities*

**X**

**8%**

*average savings rate negotiated on contracts*

**\$21.6M**

**annual savings**  
*per billion in addressable spend*



**McKesson and a Fortune 50 Retailer** formed a global partnership for sourcing & distribution of generic drugs. Coupa's complex sourcing tools measure pricing scenarios and save an average of \$300M per sourcing event.

# Gain Visibility into Services Projects

with Contingent Workforce (CCW)

**Automate and report on service projects by tracking project hours and milestones against scope of work to keep projects on track.**

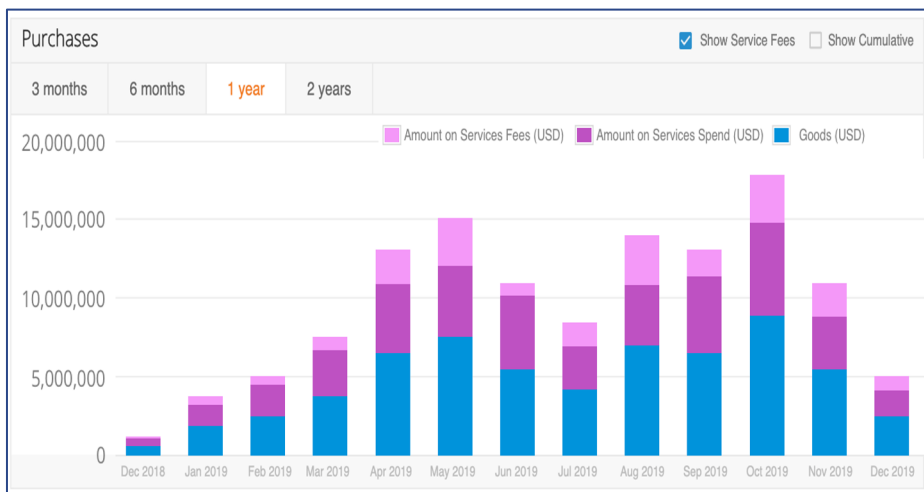
**Coupa can help:**

- Measure progress on service projects such as CROs, KOL, consultants, and marketing against the contract value
- Unified Spend Dashboard helps you visualize and measure trends on goods, services, and services fees.



*Values in per \$100M in contingent work spend*

Ensure Rate Card Compliance	<b>\$120K</b>
Reduce Overtime Costs	<b>\$84K</b>
Optimize Bill Rates	<b>\$600K</b>
Improve sourcing of Labor	<b>\$1.2M</b>
Increase Tenure and Volume Discounts	<b>\$1.4M</b>



**\$3.5M**

**In Annual Benefit**

*Per \$100M in contingent worker spend*

# Integrations

For CIOs, when it comes to spend management, the so-called 'low risk' option of choosing their ERP vendors' solutions does nothing to solve these problems due to chronically low user adoption, slow and cumbersome deployments, and high total cost of ownership.

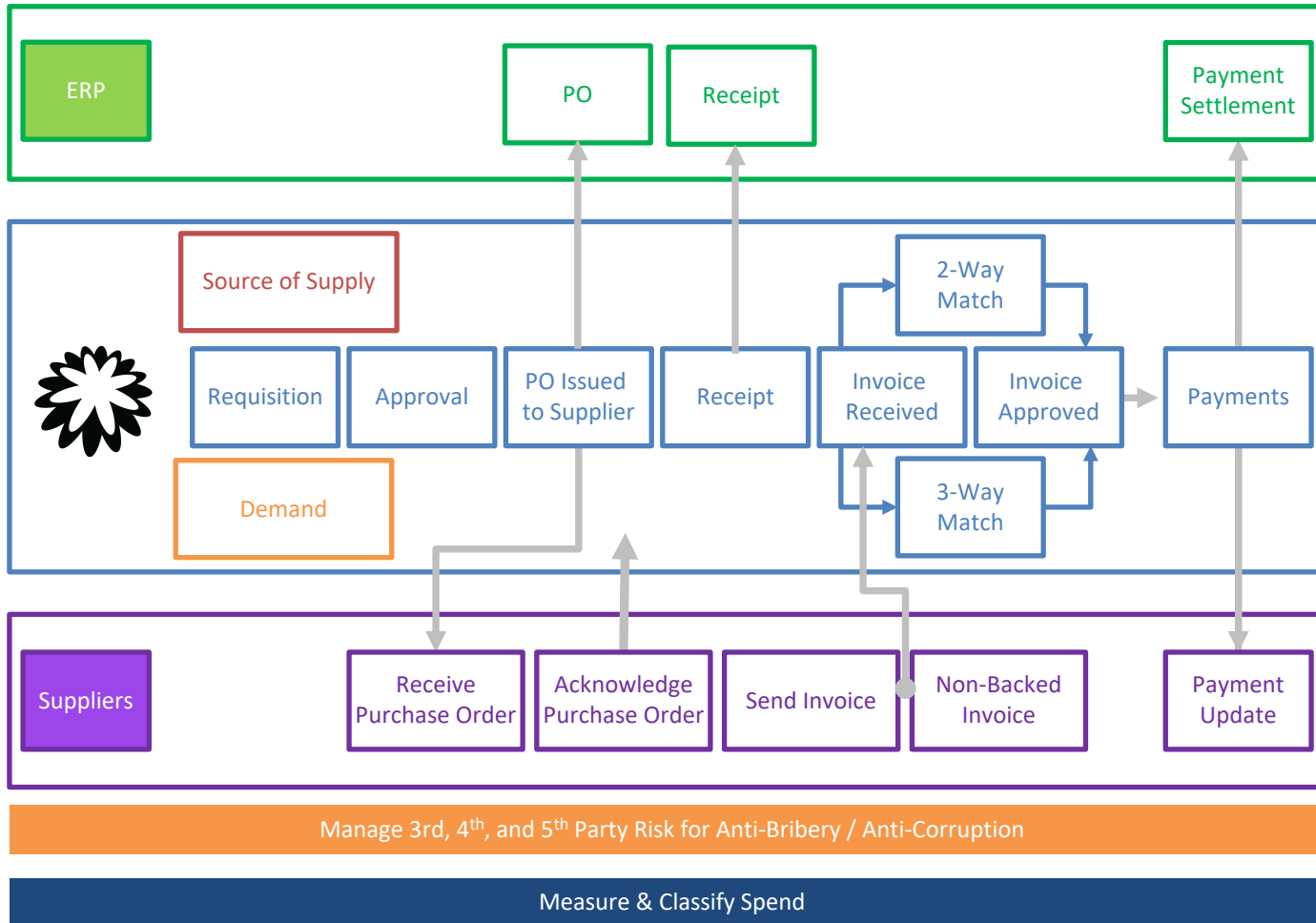
Point solutions are a poor option due to high cost of trying to integrate solutions together, a proliferation of vendors to manage and poor visibility across all spend.

An all in one business spend management solution will minimize the number of integrations and maintenance hours required. Coupa changes can be made with no coding required.





# Ordering Non-Regulated Goods & Services Through Coupa



# Continued Partnership To Deliver Value

Unlike other software providers, this is only the beginning of your partnership with Coupa.

We focus on five elements of success to help you succeed including driving measurable results, meaningful experiences, stakeholder alignment, customer advocacy and advancing the business BSM maturity. Your success is our success.



# Coupa Value Management



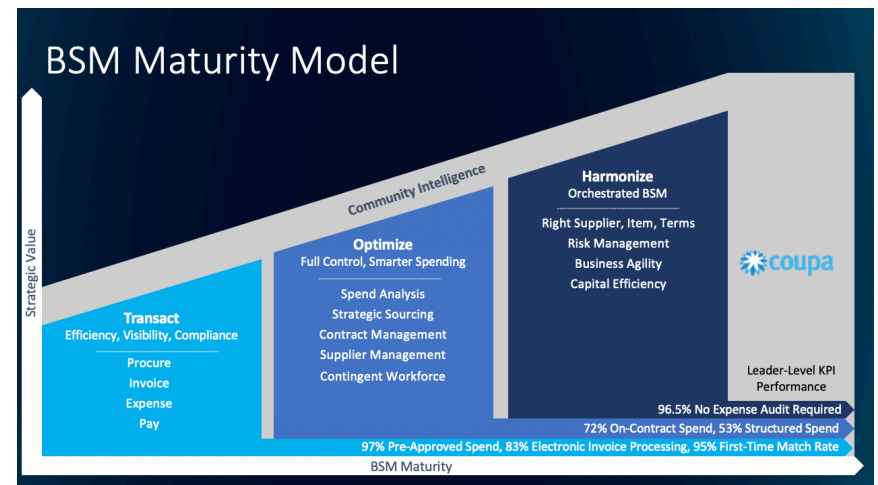
When you become a customer, your continued success is supported by our Customer Value Team. They assess your progress against Coupa's 5 elements of success including how well are you achieving measurable value, how successful is your engagement with Coupa, map where you fall on the BSM Maturity Model, gage alignment with your key stakeholder, and your readiness to advocate for Coupa based on successful results. Based on that assessment, we help you identify improvements, and set goals. These goals and milestones are translated into a Customer Value Plan to ensure your program success.

## CUSTOMER VALUE MANAGERS (CVMs)

are accountable for helping you to accelerate and elevate the value you receive from your Coupa investment.

### Key Activities:

- Ownership and accountability for ongoing value realization
- Provide strategic thought leadership
- Develop and refine Value Roadmaps
- Define and review measurable Success Metrics
- Monitor progress towards success goals
- Identify next-level value creation opportunities
- Lead Strategic Business Reviews



# Maximizing Savings by Driving 100% of Spend Through Coupa from Full User Adoption

**CUSTOMER ADOPTION MANAGERS (CAMs)** help you to drive ongoing adoption and innovation for the greatest value from your Coupa platform.



CAMs work with your team to:

**Increased User Adoption.** Elevate and accelerate user adoption with support and guidance from an expert who knows your business goals and environment

**Maximize Value.** Exceed success metrics and review new feature releases to get the most value from Coupa innovations

**Best Practices.** Assess your usage against best practices and industry benchmarks to optimize adoption levels



Your Customer Adoption Manager and Customer Value Manager work together to help you improve adoption and performance over time

# Keeping Projects on Track with Business Reviews



Periodic reviews to continuously align on business objectives, review the company's spend performance and refine success metrics to deliver ongoing business value.

## Frequency

Enterprise: Every 3 months

Mid-Market: Every 6 months

## Topics May Include:

- Business Overview
- Success Metrics Review
- Company News and Updates
- Executive Top of Mind Goals and Priorities
- Opportunities Discussion
- Value Plan Review
- Upcoming Events
- Executive Top of Mind
- Major Initiatives

Insert Customer Logo Here

### Customer Value Plan Overview

CVM: (insert name) Updated: (insert date)

Status: Production (insert date)

Prod Date: (insert date)

Renewal Date: (insert date)

Current ACV (USD) \$

Forecast ACV (USD) \$

Licenses: 0000 P2P (% active)

Support: Basic / Premium (enter)

ERP Strat: (note change date)

Partner: (enter) - (-ship)

Health: ● ● ●

Success Metrics: ● ● ●

Adoption: ● ● ●

Referenceable: ● ● ●

Advocate: ● ● ●

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Customer CVM												

**1. MEASURABLE RETURN**

[Customer] Success Metric performance summary:

- (Select 2 key metrics, show current state and trend)
- (Select 2 key metrics, show current state and trend)
- (Internal) Top line growth - renewal rate with uplift (%):
- Record % uplift in current Order form.

**2. ADVANCING BSM MATURITY**

- Entitlements used - (Record summary of entitlement usage, and describe why not for unused).
- Adoption - (Record number from SFDC) active users (% also from SFDC). (Record relevant actions required to address).

**3. MEANINGFUL EXPERIENCE**

- Support Summary: Open Tickets: (SFDC); Average ticket age: (SFDC).
- Value Reviews - field quarterly, in addition to weekly check-ins.
- Engagements: Coupa Community - excellent engagement level & enhancement demand; User Groups - keen to attend and contribute.
- Experience Perceptions: Struggle with Product Mgmt; traction & Support Ticket reporting; do not feel overall treatment as a 'top tier' Coupa account

**Executive Summary & Account History**

**EXECUTIVE SUMMARY:**

- (Record key insights on account pertinent to customer value plan).

**ACCOUNT HISTORY:**

- **Partner Relationship** - (Enter if Partner involved in implementation, strength of current relationship, any other key information).
- **Coupa A/C Ownership** - (Record history of Coupa's ownership of the account, if changed and when).
- **ERP Strategy** - (Record insights related to any plans for future ERP or technology transformation).

**COUPA FOOTPRINT**

	SOURCE	BUY	RECEIVE	PAY	REPORT
Sourcing	Procurement	Inventory	Invoice	Insights	
CSD	SIM		Invoice Smash	Analytics	AC
Contracts	Expenses		Compliant Invoicing	Risk Aware	Risk Aware
CLM	CLMA	Services Maestro	CCW	Accelerate	Pay Spend Guard

**Action Plan**

- (Record a summary of the strategic actions required to improve the relationship health and enable further value realization for the customer).

**Stakeholder Alignment**

	(name)	(Relationship summary and actions)
CFO	(name)	(Relationship summary and actions)
CFO	(name)	(Relationship summary and actions)
CIO	(name)	(Relationship summary and actions)



## Hear From Customers

Coupa delivers measurable value to thousands of companies around the world discover more at: [coupa.com/results](https://coupa.com/results)

## Calculate Investment ROI

Coupa offers a free personalized Value Report to prospects. The value report can help you estimate total spend under management, savings and ROI.

## Watch a Demo

Discover how Coupa can help your business by watching our life sciences demo.

[Watch Life Sciences Demo](#)