



# The Coupa Platform

For IT leaders

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BSM Platform: Introduction



Hosting & Security



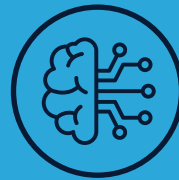
Integration & Extensibility



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Community Intelligence



Innovation at Speed





## BSM Platform: Introduction

Coupa's Business Spend Management platform automates and facilitates business processes for Procurement, Accounts Payable, Supply Chain Management, Strategic Sourcing, Treasury and Legal functions within an organization.

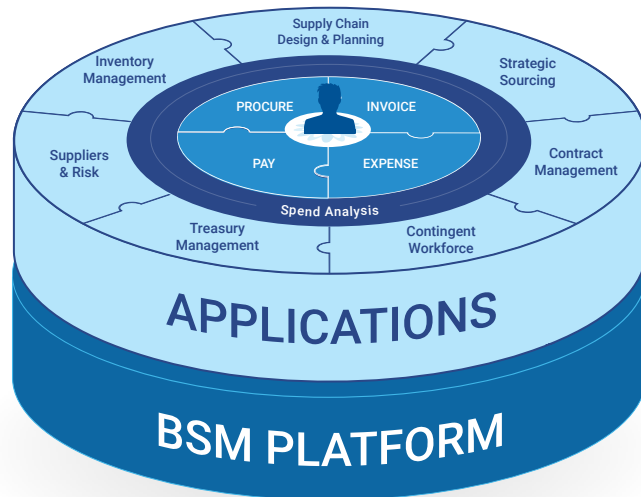
In the same way that a CRM solution like Salesforce.com, and a HCM solution like Workday are cloud-native extensions to your ERP, Coupa is also a cloud-native extension to your ERP. BSM is the 4th pillar of the main business processes any company requires to operate. In the same way that Salesforce.com and Workday have revolutionized how companies manage their customers and employees, Coupa has revolutionized how companies manage their spend through its platform that is focused solely on business spend management.



*"One of the really exciting things about implementing Coupa was getting the Holy Grail of a comprehensive "single-pane-of-glass" of spend. We put every invoice, every expense, and every charge through the system that **provides immeasurable value to the company.**"*

*Hyrum Kirton VP of Procurement, Ionis Pharmaceuticals*

**IONIS**



Coupa is a **unified suite of applications** that sits on a platform covering all areas of business spend. It employs a common data model, common services and common UI/UX across the platform. As a result, Coupa's applications are already unified with each other out of the box – **no integration or coding is required to make the applications work together**. They are simply turned on or off based on your commercial entitlements. Data sharing, actions and insights occur automatically across modules. In addition, innovations that occur within the platform are immediately accessible by all applications, and vis versa.

*"We needed to find a partner that was able to provide a **smart, efficient, customer-centric platform** that is able to support our growth. This is why we selected Coupa as our strategic partner."*

*Alejandro Basterrechea, CPO, Zalando*





*“The move to the cloud offers me, as CIO of Juniper, a number of advantages. First and foremost, I get to **avoid all of the mundane activities of upgrades, patching, security concerns** – all of those kinds of things. It allows my team to focus on higher value activities.”*

*Bob Worrall, CIO, Juniper Networks*

**JUNIPER**  
NETWORKS



## Hosting & Security

As a cloud-native solution, Coupa is hosted in the AWS public cloud.

All aspects of infrastructure, security, failover & redundancy and uptime SLA's are managed by Coupa. This removes a heavy burden on IT teams compared to more traditional applications. Coupa's security is exceptional, starting with the physical security offered through AWS and continuing to Coupa's virtual private cloud security infrastructure which ensures data never co-mingles across tenants. Coupa has achieved the highest levels of security certification, including ISO27001, HIPAA, SOC II, FedRAMP and PCI DSS.





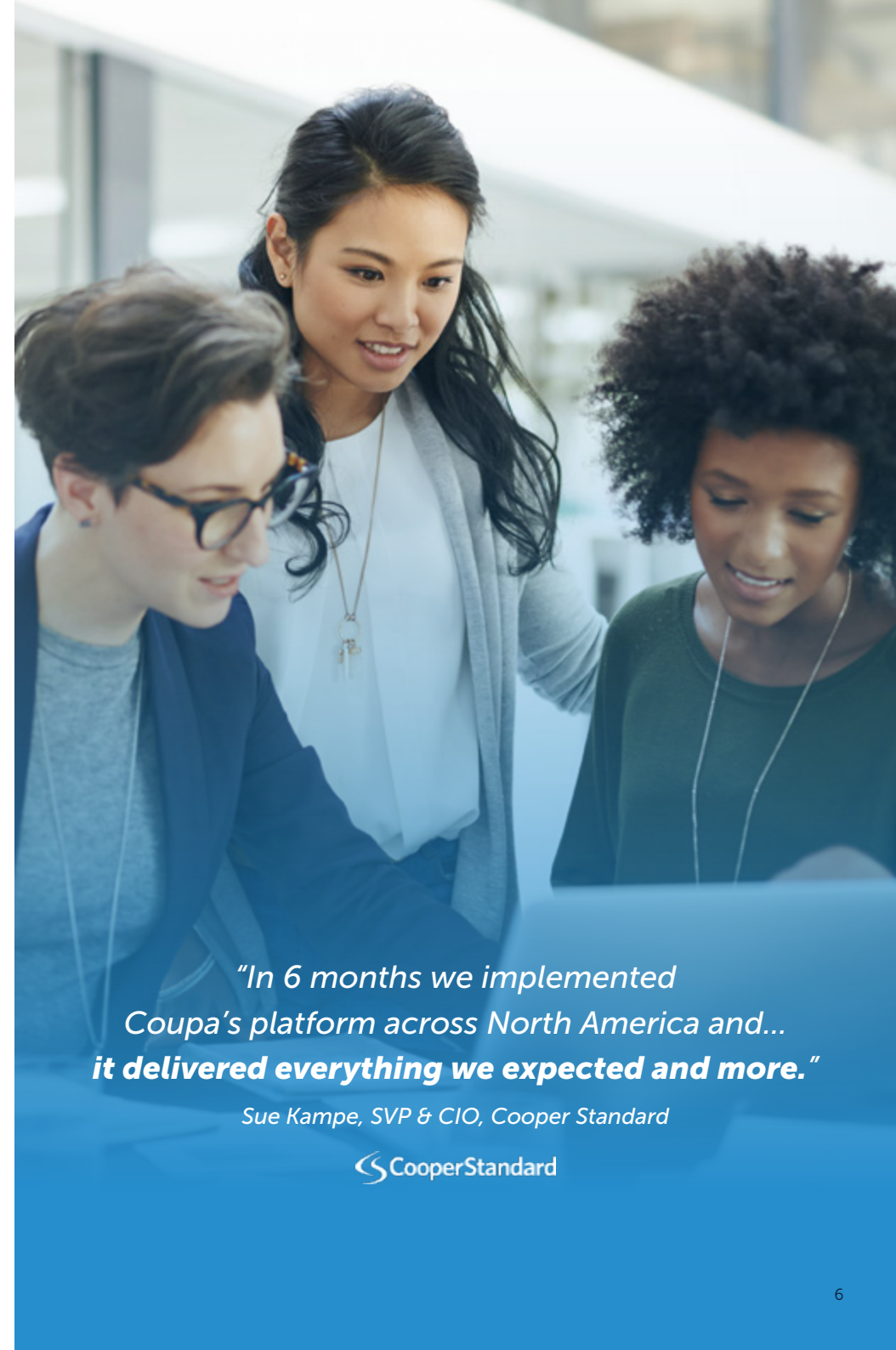
## Integration & Extensibility

As a critical piece in your overall IT estate supporting key business processes, Coupa integrates with any ERP on the market including from SAP, Oracle, Netsuite, Microsoft, Infor, Workday etc. Coupa permits a “business process-driven” methodology, where only the most important business processes require integration.

Integration is achieved either via a direct connect or, more commonly, via middleware such as Mulesoft. Coupa has partnered with middleware providers to deliver accelerators to reduce the upfront configuration work. Coupa’s “Open” platform uses flat files, API’s and reusable integration patterns to enable integration with external applications. Coupa’s open architecture and standardized and straightforward approach to integrations enables deployments to go-live and deliver value in months rather than years. Our average deployment time for large enterprises is between 6 and 9 months.



ORACLE



*“In 6 months we implemented Coupa’s platform across North America and... it delivered everything we expected and more.”*

*Sue Kampe, SVP & CIO, Cooper Standard*



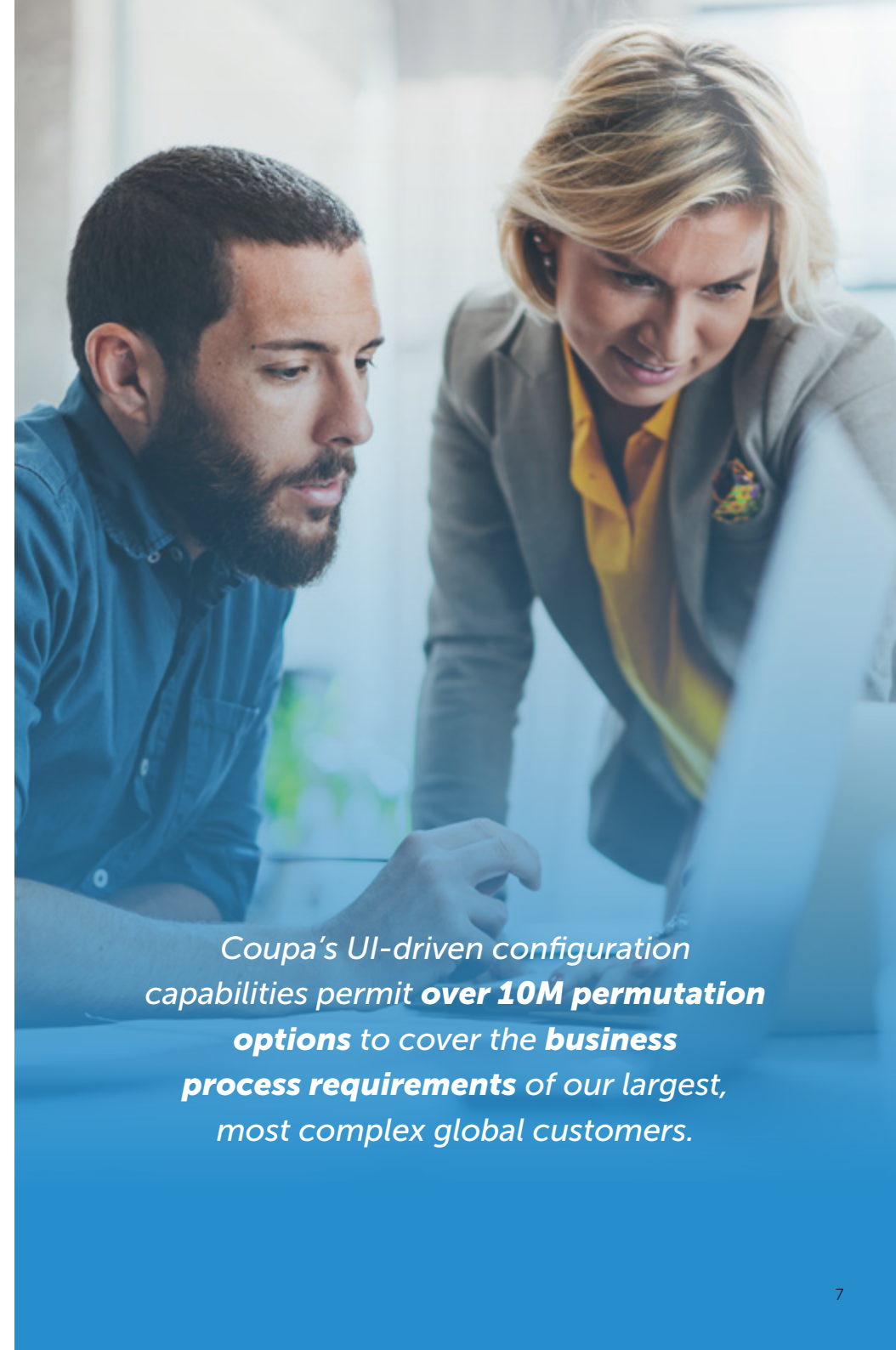
*“This wasn’t a technology solution. This was a business solution. **Coupa is able to deliver a high level service without impacting IT resources.**”*

*Travis Johnson, IT Operations, Southcentral Foundation*



The Coupa BSM platform is highly flexible out of the box: Coupa’s UI-driven configuration capabilities permit over 10M permutation options to cover the business process requirements of our largest, most complex global customers. In addition, Coupa is highly extensible using API’s and our Process Builder to accommodate even the most edge-case business process needs of our customers.

Coupa’s reach is extended through the use of panel apps that employ Coupa’s APIs. Partners and customers alike can create extended value by developing and deploying panel apps to cover niche business process areas not covered by Coupa’s native platform. (e.g. Tax management, supplier sustainability scoring).



*Coupa’s UI-driven configuration capabilities permit **over 10M permutation options** to cover the **business process requirements** of our largest, most complex global customers.*

*“Employee success is a critical value area. User adoption, user interface, ease-of-use – that’s all really important for us when we **deliver good customer service to our internal business partners.**”*

*Jennifer Browne, Director of Procurement Operations, Salesforce*

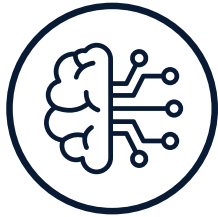


## User & Supplier Adoption

A hallmark of Coupa deployments is significant user and supplier adoption.

The value derived from a system for managing spend is inextricably linked to usage: Without usage, savings can't be realized and visibility is limited. Coupa has a very easy-to-use UX for both company users and external suppliers and is consistently recognized as the leader in this area.





## Community Intelligence

Coupa provides its customers with actionable insights from across its entire community of customers and suppliers.

Coupa has, from day 1, captured all of the transactional data flowing through the platform, anonymized, secured and aggregated it and has derived insights from it that are then delivered back to our customers. Think of it as Google Maps for B2B spend using over \$2T of objective transactional data. We can do this because our platform has a common data object model with no code-based customizations permitted. We apply AI and ML to the data to accelerate and enhance the insights derived. Applications include risk scoring, fraud detection, supplier onboarding, invoice compliance and much more. It's truly something unique in B2B enterprise software.



*"Community Intelligence provided benchmarks and prescriptions that helped us to **reduce cycle times by 54%.**"*

*Wade Lyons, VP of Global Procurement, Teleperformance*





## Innovation at Speed

Coupa follows a very deliberate process of Ideation-Creation-Production to deliver market-leading innovation, predictably, and at speed.

Coupa's multi-tenant architecture adopts a single code line and a no-code customization approach. Unlike other vendors who permit custom code to be written, which places large upgrade burdens on their IT teams, Coupa's customers' use a light-touch/no-touch model to manage upgrades – no regression testing, no UAT, no detailed enablement required. And with no-code customization, Coupa can ensure that innovation is delivered to all customers simultaneously and predictably 3 times a year. And finally, that innovation is driven largely by the Coupa Community: customer-driven enhancements are always a significant percentage of each new release.

*“Coupa's SaaS service model gave us much greater control over configuration. The ability to make little tweaks as needed **without involving the IT department** was a real advantage.”*

*Kathy Stone Senior Manager, Strategic Sourcing, AAA Insurance*



*Multi-tenant, Single Code line,  
**No-Code Customization***



*Light Touch/**No Touch Upgrades***



*3 releases every year:  
**Community driven enhancements***

Coupa Software (NASDAQ: COUP), a leader in Business Spend Management (BSM), has been certified as a "Great Place to Work" by the Great Place to Work organisation. We deliver "Value as a Service" by helping our customers maximise their spend under management, achieve significant cost savings and drive profitability. Coupa provides a unified, cloud-based spend management platform that connects hundreds of organisations representing the Americas, EMEA, and APAC with millions of suppliers globally. The Coupa platform provides greater visibility into and control over how companies spend money.

Customers – small, medium and large – have used the Coupa platform to bring billions of dollars in cumulative spend under management.

Learn more at [www.coupa.com](http://www.coupa.com). Read more on the [Coupa Blog](#) or follow [@Coupa](#) on Twitter.

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