Coupa Autonomous Spend Management: A Product Strategy Roadmap

Reinventing global trade with agentic AI and the world-leading buyer-supplier network

The future of global trade requires a new approach. Business leaders are struggling in the face of constant change, from economic volatility and geopolitical uncertainty to the AI revolution that is transforming how we work. Coupa is uniquely positioned to shape what happens next.
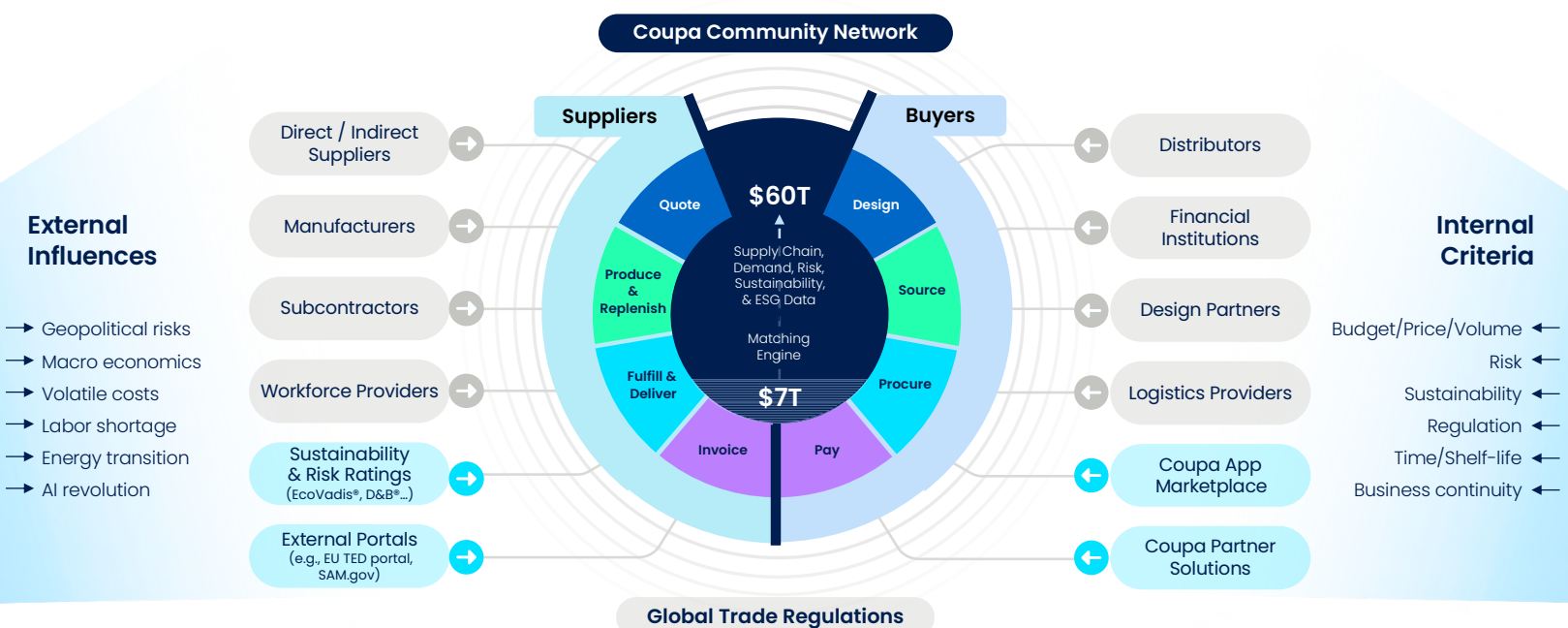
> Coupa's Autonomous Spend Management network — powered by AI agents — will change how global trade is conducted between buyers and suppliers

Building on an AI-native foundation

For 19 years, we've been ethically gathering protected data from our customers to form the foundation of something only we could create: a collaborative, buyer-supplier network based on $7 trillion of Coupa's community spend data, and guided by AI agents that operate autonomously.

The scale of this customer-permissioned AI data — combined with our cloud-native origins — is brought to life in the network. AI agents match buyer and supplier operational conditions and parameters automatically, without human intervention, handling everything from supplier sourcing and contracts to payment collection, purchase order deals, transaction closures, and much more.

Coupa Autonomous Spend Management

External Influences

→ Geopolitical risks
→ Macro economics
→ Volatile costs
→ Labor shortage
→ Energy transition
→ AI revolution

Suppliers
- Direct / Indirect Suppliers
- Manufacturers
- Subcontractors
- Workforce Providers
- Sustainability & Risk Ratings (EcoVadis®, D&B®...)
- External Portals (e.g., EU TED portal, SAM.gov)

Coupa Community Network

Quote · Design · Source · Procure · Pay · Invoice · Fulfill & Deliver · Produce & Replenish

$60T
Supply Chain, Demand, Risk, Sustainability, & ESG Data
Matching Engine
$7T

Buyers
- Distributors
- Financial Institutions
- Design Partners
- Logistics Providers
- Coupa App Marketplace
- Coupa Partner Solutions

Internal Criteria

Budget/Price/Volume ←
Risk ←
Sustainability ←
Regulation ←
Time/Shelf-life ←
Business continuity ←

Global Trade Regulations

Future roadmap of platform innovation

Coupa's product strategy and future roadmap will bring this innovation to life with platform enhancements, AI-driven engagement, and transformative buyer and supplier engagement. We're continuing to invest in our core platform across the following four strategic pillars:

1 Market-leading Design-to-Pay platform

To stay ahead of a rapidly changing business landscape, we are deepening our best-in-class capabilities to transform what's possible in spend management, from design-to-plan-to-source-to-pay. We're laying the groundwork for further innovation and unlocking unparalleled visibility and control for procurement, finance, and supply chain teams, including:

- Direct and indirect spend management
- Deeper product integrations
- Tailored industry and mid-market solutions
- Digital payment offerings
- Modern, intuitive UI
- Usage- and/or value-based future pricing models

2 Stronger engagement, discovery, and order fulfillment for suppliers

Our roadmap empowers every supplier. From stronger engagement and dynamic discovery to seamless collaboration and onboarding, suppliers can build success in a complex global market. Highlights include streamlined catalog and content management, real-time operational insights, and the tools needed to manage payment delays and customer discovery with:

- Supplier Catalog-as-a-Service and Marketplace-as-a-Service
- Enhanced supplier profiles for deeper collaboration

3 Rich buyer-supplier engagement and supply chain collaboration

We're building on our collaboration solutions to create a seamless, transparent ecosystem that leads to a frictionless experience. Suppliers and buyers connect in real time, significantly streamlining workflow, lead times, and decision-making. Enhancements and new functionality will improve order visibility, simplify communication, and foster stronger partnerships through:

- Forecast collaboration
- Quality collaboration
- Inventory collaboration

4 AI agent–native engagement layer

We are reshaping the future of business apps with AI agent–led engagement that is aligned to the demands of modern business and designed to eliminate silos and manual processes. Buyers and suppliers can collaborate on dynamic shared data objects with integration that synchronizes supplier profiles, catalogs, pricing, contracts, and service data — all in real time — by using:

- Autonomous Source-to-Contract
- Contracts-as-a-Service
- Tax Validation-as-a-Service
- Invoicing-as-a-Service
- Supplier onboarding
- Modern intake and orchestration