



Industry Financial Services

Headquarters Zurich, Switzerland

Revenue \$33.23B

Geographies Offices globally in over 25 countries: Europe, Middle East, Africa & the Americas

Challenges

- High IT costs
- Low user adoption rate of purchasing platforms
- Fragmented spend management technologies

Solution

- P2P, Sourcing, Inventory, Invoicing, Analytics, Contracts; SIM's purchased, not yet implemented

Results

- **92% of global spend under management** through Coupa
- User adoption rate **increased from 50% to over 91%**
- IT costs **reduced by 50%**

WHY COUPA HAS BEEN A GAME-CHANGER FOR OUR CUSTOMER EXPERIENCE

By Iain Cunningham,
IT Director for Logistics and Procurement, Swiss Re

Swiss Re is a multinational business, operating across units all over the world. The principal drivers for us implementing Coupa were around cost. In addition, we sought a significant push on customer experience as, in the past, our ERP design lacked focus in this area.

And since moving to Coupa, we've experienced some fantastic changes, especially in terms of customer experience. The uptake was slow to begin with, but we're now reaching the stage where we have more demand for Coupa across the organisation than we can currently facilitate, particularly in emerging markets.

We're currently live with Coupa in Denmark, Luxembourg, Germany, Slovakia, Switzerland, the UK, US, Australia and Hong Kong. We'll also go live in France, Italy, Spain, South Africa and Mexico in 2018. This will cover over 92 percent of Swiss Re's global spend.

Prior to our rollout of Coupa, user adoption of the purchasing platforms was only 55 percent and required the support of Central Sourcing support team. But now, user adoption is more than 91 percent. This has allowed Sourcing to focus its resources on its strategic objectives, not just operational.

And we want to drive that even further.

In addition, in reducing one invoice platform and two purchasing platforms into a single integrated Coupa platform, we've managed to reduce IT's costs by 50 percent.

Having a single platform has allowed Swiss Re more global reach and rollout to our mid and small market locations, increasing spend under management. This further supports Sourcing in its governance role to prevent Swiss Re from purchasing from the wrong suppliers.

SWISS RE'S BUSINESS SPEND MANAGEMENT SUCCESS WITH COUPA

But for those considering the switch to Coupa? The first piece of advice I would offer is to make sure you have all parties on board with the project. It may seem obvious, but if you don't have the likes of Finance, Sourcing and all the people who work in IT on board, then you will always struggle to implement effectively.

The other piece of advice I would offer is to keep that team small. You can't customise Coupa heavily, so you must follow best practice more closely.

Essentially, you should push through that noise, and working with a smaller team invariably makes that process simpler; you don't have so many voices clouding the key decisions. Furthermore, it'll also enable you to cultivate experts on the product. If you're fortunate like us, you'll have an expert IT team who are up to the challenge.

Building that expertise is crucial in the long-term – now, when we receive new functionalities, it's a quick and simple process to configure. We can put it to the front of the business within a one or two-day cycle. This in turn enables the business to offer feedback and enter that more agile mode. There are plenty of examples of this, particularly in approvals, where people can usually get hung up on difficult ERP solutions with lengthy processes. Coupa enables us to do it in a much shorter period of time.

Looking ahead to the future, I would say that we are well-prepared for future challenges; whether we experience them in the form of market developments or technical changes. Being equipped with the kinds of systems that enable us to be agile and adapt to change is crucial, and I'm confident that Coupa provides us with that greater agility moving forward.

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—Iain Cunningham, IT Director for Logistics and Procurement, Swiss Re

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](https://www.coupa.com).