

JOURNAL COMMUNICATIONS

**COUPA MAKES JOURNAL EMPLOYEES
"INCREDIBLY EFFICIENT"**

	CUSTOMER Journal Communications
	LOCATION Milwaukee, WI
	INDUSTRY Media & Entertainment
	COMPANY SIZE 1-1,000

Journal Communications owns and operates, television, radio, digital and publishing media outlets throughout Wisconsin. We spoke with Matt O'Malley, Procurement and Sourcing Manager about his experience with Coupa.

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MATT O'MALLEY, PROCUREMENT AND SOURCING MANAGER



journalmediagroup

Coupa: Tell us about the problem you were trying to solve for Journal.

Matt: The problem we had at Journal Communications, I recall very clearly when I first arrived, was that I couldn't obtain the data that I needed. I think about some of our processes--very manual, spreadsheet based, hard copy invoices going through, understanding what one in Tucson was doing and what was going on in Boise and then Milwaukee and maybe down in Fort Meyers. It was impossible to know what everyone was doing, what vendors they were working with, whether or not they were leveraging spend. You start to ask yourself what are we missing; what are the efficiencies that we could be gaining here?

Coupa: How has Coupa helped you deliver those efficiencies?

Matt: One nice thing that I found about Coupa when you introduce it to individuals they typically have a bit of a concern of a new system coming into place. When you show them how customizable it is, when you show them how easy it is to use, the end result is typically a very pleased end user. We are now able to at any given time approve requisitions, approve invoices, approve expense reports, file all three of those as well on your phone, in your computer anywhere in the world.

Coupa: How else has Coupa benefitted Journal?

Matt: The Coupa app that our employees have available to them has saved us enormous amounts of time. In fact, it's probably immeasurable the amount of time that we have been able to save. It makes us incredibly efficient and for those who like to work beyond the work hours like myself, the weekend, even if you're on vacation unfortunately it gives you the option to do that and get things done and stay productive.

When you compare the support that we receive from Coupa to other solutions that we have in place the commitment to getting us up and running as quickly as possible and solving our issues is unmatched. The Coupa support team has been very good at helping us understand a way that we can fix an issue that we have but also help us improve our internal processes at the same time.

I think we learned from Coupa more than anything.