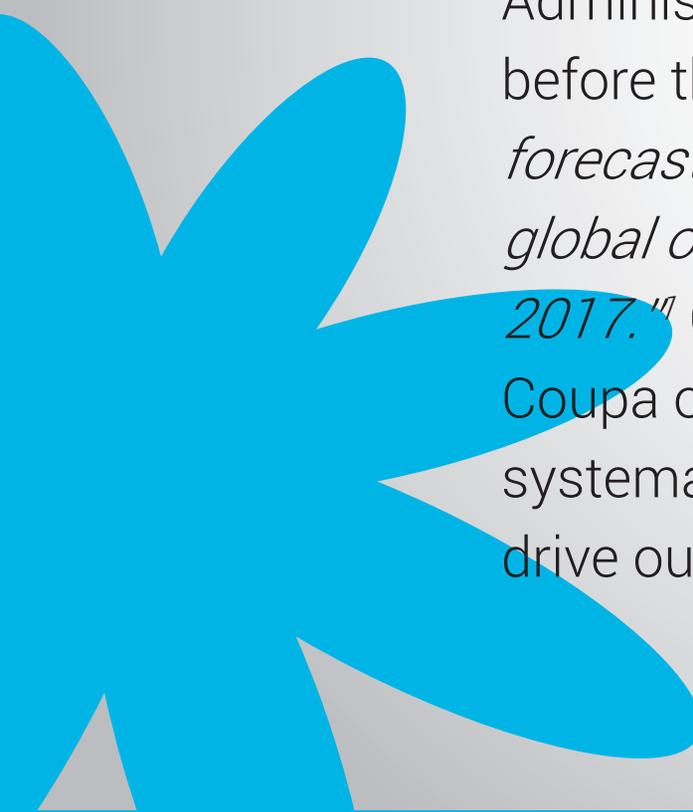


COUPA FOR Oil and Gas





The oil and gas industry is under extreme pressure. Prices have plunged with economic uncertainty and oversupply around the world. Demand is hampered by slower economic growth and increasing commitments to alternative fuels. In January 2016, US EIA Administrator Adam Sieminski testified before the US Senate that *"Inventories are forecast to continue rising in 2016, before the global oil market becomes more balanced in 2017."* Cloud-based platforms such as Coupa offer the opportunity to control spend systematically, improve compliance, and drive out cost in a way that's sustainable.

¹http://www.eia.gov/pressroom/testimonies/sieminski_01192016.pdf

A CHALLENGING BUSINESS ENVIRONMENT

Controlling spend effectively requires a comprehensive approach to the complex business landscape that oil and gas companies face. Regardless of their size and where they operate, oil and gas companies have complicated structures and reporting obligations. Historical IT approaches have left many of them with spend for capital projects, maintenance, drilling projects, and operations running through different systems. Many spend processes occur remotely—in the field or in a distant facility where traditional technology solutions are not available but time is of the essence.

LACK OF SYSTEMS ADOPTION

With varying levels of tech savvy among employees and suppliers, the tools and systems intended to promote efficiency can get bypassed if they aren't dead-simple to use. As a result, paper-based processes remain in place at many companies—resulting in off-contract spending, needless paper pushing, and delayed payments to suppliers. Down time due to delayed approvals or escalations by unpaid suppliers can be a killer of operational productivity.

INCREASING FOCUS ON RISK

The industry is focusing closely on compliance, both financial and operational. Following the BP Deepwater Horizon accident, companies are well aware of the potential impacts of improper or unsafe work by suppliers. Robust risk management is essential.

A SMARTER APPROACH TO SPEND MANAGEMENT

Across the oil and gas value chain, companies are using Coupa to replace manual processes and legacy systems. Companies can reduce complexity by managing spend across all their operations in just one place while improving profitability, reducing compliance risk, and enhancing operational efficiency.

THREE DIFFERENTIATORS

Coupa's approach to spend management differs from traditional approaches to spend in three important ways: Adoption by All, Single Unified Platform, and KPI Driven Success.



- ▶ **Adoption by All** Coupa's market-leading usability drives 100% adoption across employees and suppliers. Mobile enablement makes Coupa as easy as a phone call from the field.
- ▶ **Single Unified Platform** Coupa handles all types of spend—from procurement to non-PO invoices and expenses. Coupa's easy-to-configure applications are built on a single Cloud platform with no cross-application integration required.
- ▶ **KPI-Driven Success** Coupa delivers fast time-to-value at the lowest total cost. Customer relationships include periodic reviews of mutually agreed Key Performance Indicators (KPIs) to maximize customer success.

With hundreds of customers and successful implementations around the world, Coupa has found that even large industrial companies can realize value quickly.

"The actual process of implementing Coupa was something that we thought long and hard about. We have 270 or so locations in the U.K. and all different types of businesses. We needed a tool that was easy and intuitive. From start to finish it took something like 14 weeks to implement. And it wasn't a gradual phase-in. Within a week everyone more or less had gone on to the system live."

"The simplicity of the Coupa system means that it's just intuitive, so the training needs weren't extensive. We've seen an 80% improvement in process time from requisition to purchase order."

– Gerard Cantwell,
Procurement Director,
Aggregate Industries

SAVINGS FROM SIMPLICITY

With an easy-to-use spend management platform that is rolled out and adopted across the entire company, the first source of savings is simply getting a better deal on what the company buys. Because Coupa is easy to learn and easy to use, even tech resisters use the tool, rather than calling suppliers or working around the system—thereby increasing on-contract spend and maximizing savings.

REDUCING PAPER AND AVOIDING DOWN TIME

Adoption by company employees and suppliers alike saves time by avoiding paper pushing, further reducing costs. Coupa's mobile capability lets field-based employees find what they need quickly and get back to their jobs. Suppliers welcome e-Invoicing with options as easy as email, so Accounts Payable gets substantial reductions in paper and manual work. Field operations can proceed without down time due to approval delays or escalations from suppliers upset about unpaid invoices.

REAL-TIME VISIBILITY AND CONTROL OVER SPEND

With all spend flowing through a single unified platform, effective management and compliance get a lot easier. Managers can see the data they need when they need it. Coupa captures all classes of spend—capital, maintenance, repair and operating, general, and administrative—for 100% visibility. Real-time budget visibility for managers from any mobile device, anywhere in world, helps reduce overspending with regard to AFE.

A SINGLE SYSTEM FOR REPORTING AND COMPLIANCE

By funneling all spend through the Coupa platform, companies can operationalize their contracts and ensure compliance with regulations. Supplier information and certifications are collected and managed through the same, familiar Open Business Network that suppliers use to receive POs and send invoices. Coupa's single unified platform provides a reporting and auditability layer across the entire company, with workflow and audit trails for SOD compliance. With low IT and bandwidth requirements, it's easy to deploy Coupa anywhere in the world and ensure 100% global compliance.

MANAGING GROWTH AND CHANGE

Real-time visibility and control over all costs and budgets create a business lever to help companies swiftly adjust operations in order to accommodate market ups and downs. Low training requirements, fast adoption, and easy integration with new venture ERP systems let companies quickly get visibility and control acquired entities to start realizing synergies immediately.



ENSURE CUSTOMER SUCCESS
Obsessive and unwavering commitment to making customers successful

FOCUS ON RESULTS

Relentless focus on delivering results through innovation and a bias for action

STRIVE FOR EXCELLENCE

a collaborative environment infused with professionalism, integrity, passion

THE BOTTOM LINE

When prices fall, companies hunt for savings—any way to cut costs. Not every company will survive, but the strongest ones will enhance efficiencies in their own operations while identifying opportunities to acquire assets at distressed prices. Compliance remains critical. Coupa offers the oil and gas industry solutions to controlling spend and making management more effective, in order to improve business processes overall while also improving the bottom line.

Want to learn more about how to realize savings, increase visibility, and improve compliance?

Contact Coupa...

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