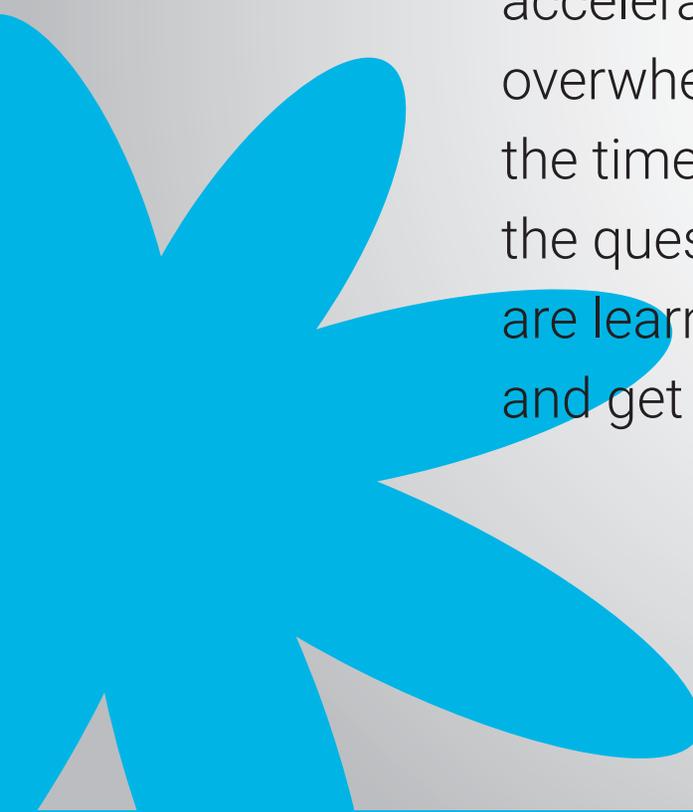


SCALING FOR

Massive Growth in Pre-IPO Companies





Companies experiencing truly rapid growth confront some predictable challenges along with opportunities as they scale their organizations. Typically, they struggle to keep up with rapid expansion in purchases, suppliers, and invoices. As operations accelerate, Finance and IT teams can be overwhelmed by the pace of growth. Taking the time to get things under control is out of the question. But some pre-IPO companies are learning how to face down these threats and get on top of the scaling juggernaut.

MASSIVE GROWTH AT BOX

Growth has been astronomic at Box, a ten-year-old company priding itself on reinventing content management. In just three years, invoices grew more than ten times, and suppliers, five times. The finance team struggled to keep up. As a leader in the User Centric IT movement, Box looked for a solution that was utterly straightforward for employees and suppliers to use.

To meet these needs, Box selected Coupa. In just six weeks, Coupa was rolled out globally including everything from requirements to testing, integration, and training. Reflecting on his experience with Coupa's P2P solution, Andrew Chapello, Manager of Business Systems at Box, said:

"There's been a tectonic shift in how we deal with our external suppliers. We've hit the point where we have 90% compliance to contract, which has been a huge win for us."

"The ability to deal with 100 things where they used to be able to deal with ten within the tool was really a game changer in terms of supplier enablement and the efficiency of our team."

Looking ahead, Chapello says that Coupa "can continue to allow us to have a small team be very successful with a large number of tasks."

GET VISIBILITY AND CONTROL OVER SPEND

Finance teams often suffer from limited visibility into corporate spend – all the way from ordering through invoice processing to supplier payment. Many companies have adopted cloud-based ERP systems that provide a strong foundation for financial operations, financial reporting, and compliance. But end users may find these tools cumbersome, even for basic functions. Users are focused on their primary jobs, and they simply go around or avoid systems that are difficult to use. New employees are added every quarter to fuel growth, and it takes time to get them up to speed. Lack of adoption sows the seeds for even more lack of adoption when new employees see others going around the system. In order to take financial operations to the next level, companies need an easy-to-use strategic extension to existing ERP systems, one that is easy for employees and suppliers to learn and offers real-time visibility into budget impact for approvers.

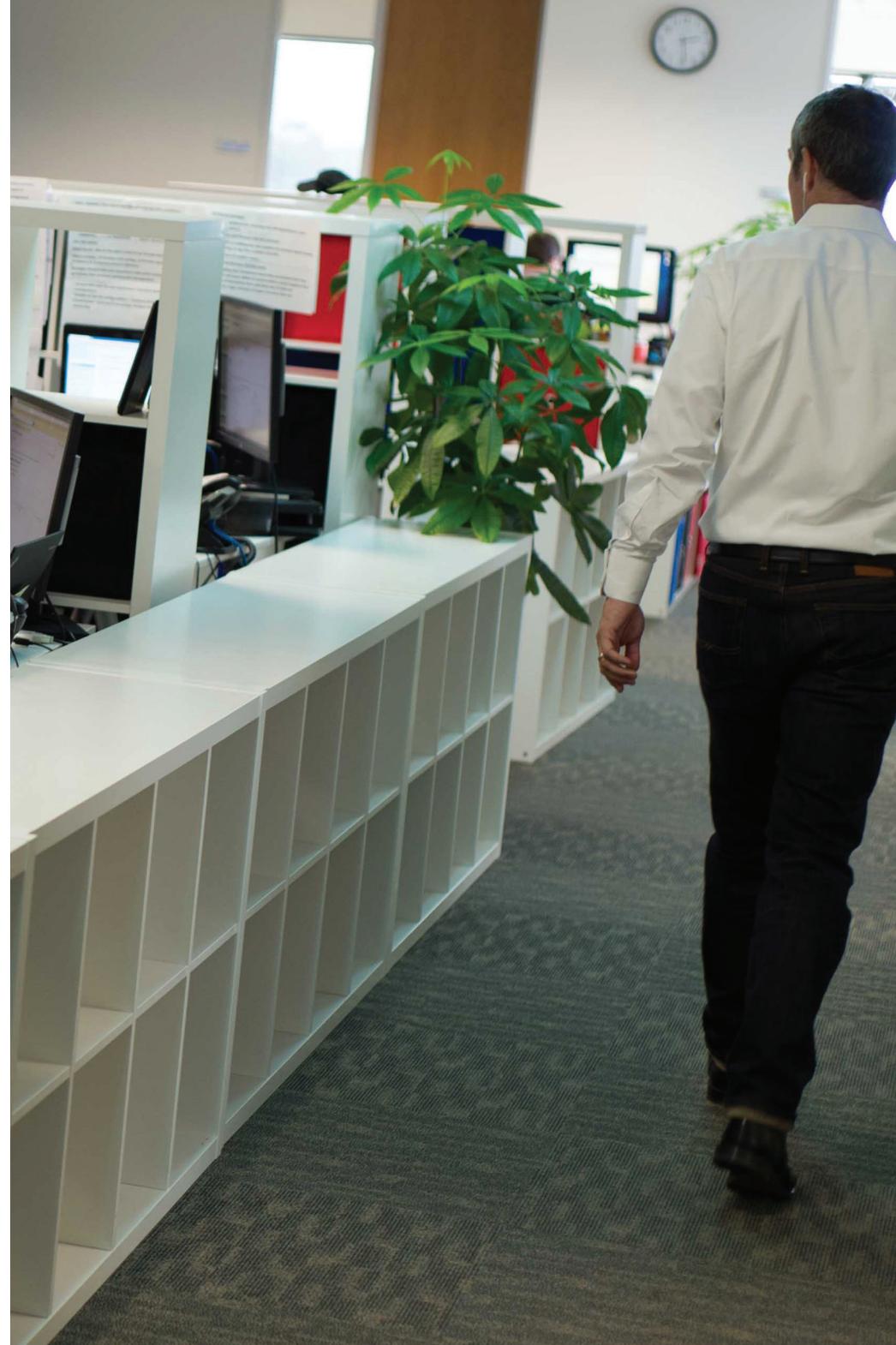


AUTOMATE AP END TO END

Accounts Payable (AP) can be particularly vulnerable during rapid growth as teams flounder in an ever-expanding sea of paper. Symptoms of trouble show up in duplicate payments and late fees. Time ticks by in the wait for approvals. Getting suppliers to stop sending the paper invoices that are swamping AP and move to electronic invoicing has clear benefits, but it is extremely difficult to achieve with systems that require pigeon-holing all suppliers into a single way of doing business. Providing suppliers with a several options for electronic transactions and making it quick and easy for them to get started make a huge difference in supplier adoption. When companies start by embracing supplier needs, AP automation can improve operational efficiency in spend-related processes end to end, from supplier onboarding to invoice payments.

SELECT PLATFORMS THAT ARE QUICK AND EASY TO IMPLEMENT

Growth companies can't undertake multi-year IT projects to solve their problems because they are moving too fast. They need platforms that are easy to configure and are easy for all users to learn, from suppliers through company staff. Software must be intuitive and applications must integrate with other systems. The platform must be secure, and it must provide robust access control, reporting, and access to data.





TAKE FINANCE TO THE NEXT LEVEL

Companies must take their procure-to-pay processes and tools to the next level to manage growth and prepare for an IPO. But experienced finance leaders point out that it's also important to strike a balance between solving immediate problems and improving processes for the long term. Rather than simply rebuilding current processes inside a new tool, finance leaders must carefully review processes for opportunities to improve efficiency and ensure prudent spending. Every dollar of realized savings funds additional growth and increases the value of the company.

ENSURE ACCURACY IN ACCRUALS

With any company, sound financial reporting and cash management depend on having an up-to-date and accurate picture of liabilities. It can be difficult to report accurately on outstanding commitments that haven't yet been invoiced by suppliers. AP needs processes and tools to match invoices against what was requested and what was actually received.

ANTICIPATE PUBLIC MARKET DEMANDS

As executive teams look toward an IPO, finance leaders understand that investors in the public markets and the company's auditors have very high expectations for accuracy in financial reporting and stewardship of company resources. The company must have clearly defined spend management policies and processes, and a highly accurate understanding of current liabilities. Company processes around budgeting and approvals must be well developed, well understood, and systematically executed. Questions such as "Who can approve what?", "Who needs to be notified?", or "How is this reported?" must be clearly answered and codified into operational tools. Investors in the public markets expect that financial reporting is accurate, that the company's money is spent wisely, and that profitability targets are met or exceeded.

Want to learn more about how to effectively scale your Pre-IPO company?

Contact Coupa...

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