

CoupaLink Program and Certification Guide



What is CoupaLink?

CoupaLink is a Partner driven Program that provides a way for **Solution Providers** and **Independent Software Vendors** to technically integrate their Product's Solutions with the Coupa Business Spend Management suite using Coupa's platform technology

CoupaLink enables Partners to develop joint solutions which will be **Certified** by Coupa in preparation for them to be available for all of Coupa's customers

For Coupa customers, CoupaLink enables access to all **Certified** solutions from our partners enabling them to incorporate and extend Coupa's BSM Platform

CoupaLink is the first step in gaining inclusion into our App Directory via iFrame technology and potentially being invited to build a Panel App which is embedded in the Coupa Platform

What are the benefits of CoupaLink Certification?

Partners get unique benefits for being part of and getting certified under the CoupaLink program

- Full Coupa Platform Instance for Certification and Demonstration purposes
- Support from Coupa Integration and SME resources on designed solution
- Validation and Seal of Approval by Coupa on the Integrated Solution
- CoupaLink Certified Logo
- Joint Marketing with Coupa on your CoupaLink Certification
 - Certified Partner Profile and Page on coupalink.com
 - Partner generated press releases on certification
 - Joint Solution Brochure in Coupa Template
 - Joint PowerPoint presentation to be used in sales cycles
 - Joint Customer Success Stories
- Opportunity to work with Coupa Alliances and Sales Organization to present the value of your Integrated Solution.
 - Participate in Partner Engage - 30 minute webinar to Coupa sales and supporting staff - recorded
- Introductions to sales team for account mapping

The CoupaLink demonstration instance is available for partners to demo their solution to our joint customers. It is therefore essential that each partner solution is documented and demonstrable by the partner, as Coupa will not directly participate in CoupaLink customer demonstrations.

What are the Ongoing Certification Requirements?

- Coupa has three major software releases per year.
- Your Coupa demo instance will automatically be upgraded at these pre-defined times.
- In order for your solution to maintain CoupaLink certified status, you must test your end-to-end solution with each new release within 30 days of that release and re-submit your test results to the CoupaLink team
- Partners should use the same scenarios that were used to obtain certification in the original final review. Coupa aims to ensure that each release is backwardly compatible with previous releases. This should reduce the need for complex maintenance of the solution.
- **Failure to re-test could result in the revoking of your CoupaLink Certified status**

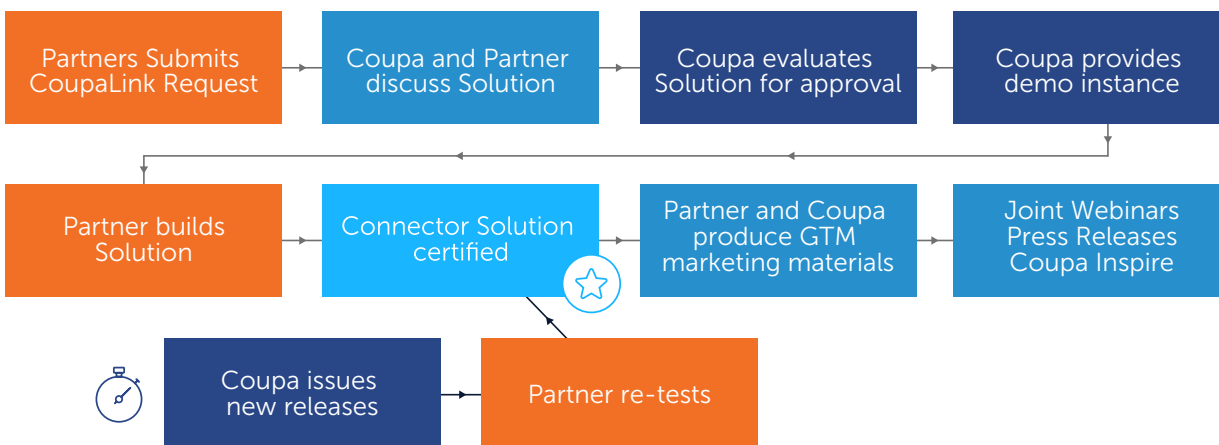
How does the CoupaLink Certification Program work?

There are 3 types of CoupaLink Certification:

- CoupaLink Connector whereby a Coupa Partner offers an integrated business solution to Coupa customers. This is typically built by the Partner using Coupa’s platform tools and frameworks and requires configuration based on customer specific requirements.
- CoupaLink iFrame Apps entry, which allows a Partner to share their solutions within the Coupa application via an iFrame. A certified iFrame solution will result in an entry being made in Coupa’s Application Directory which is distributed to every Coupa customer.
- CoupaLink Panel App Apps entry, which allows a Partner to build a context specific real-time call out to their application to allow rich content to be displayed to Coupa’s customers. A certified Panel App solution will result in an entry being made in Coupa’s Application Directory which is distributed to every Coupa customer.

CoupaLink Connector Certification

CoupaLink Connector Certification



CoupaLink Connector Certification typically takes between 6-8 weeks and follows the following steps:



Initiate [Typically 1-2 weeks]

- Partner submits an application be part of the CoupaLink Program
- Coupa reviews the partner application and solution vision
- Coupa approves partner application. Partner and Coupa sign the CoupaLink agreement.
- Coupa and Partner kickoff the Certification Program with a Coupa SME providing the Partner an overview of the Coupa Platform, a walk through of the Certification process and technical guide and providing access to the partner’s Coupa instance for certification.



Develop [Typically 3-6 weeks]

- Partner builds the solution using Coupa’s platform technology (RESTful APIs / Flat files over sFTP / iFrame / Panel Applications) to integrate their business solution and the Coupa Platform
- Partner documents their solution using the “Solution Document” template provided by Coupa.
- Partner and Coupa SME will have periodic checkpoints on progress. Coupa SMEs support partner with any clarifications and assistance on building the integrated solution
- Partner submits the final documentation of the full solution to Coupa for review
- Coupa will set up “intermediary review” with Partner. Partner to walk Coupa through a live demo of the solution. Coupa to provide feedback and suggestions.



Validate [Typically 1-2 weeks]

- Coupa reviews final partner documentation and provides feedback for any changes or necessary amendments
- Partner and Coupa schedule a call for “final review” of the solution
- Core Coupa Team of Product Managers / Architects / Business Process and Integration Specialists review Partner solution and provide inputs



Certify [Final week]

- Coupa provides partner with feedback on Solution Validation test and if certified
- Coupa provides partner with
 - Certification Report and CoupaLink Certified Partner Logo
 - GTM and Marketing support around Certified Partner Profile and Page on coupalink.com



Re-Certify [Coupa major release]

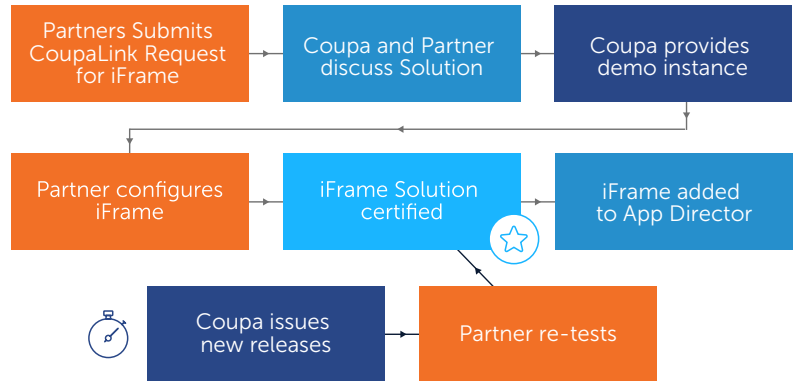
- Partner must re-submit test cases following Coupa major release updates to ensure that certification status is maintained



CoupaLink iFrame Certification

CoupaLink iFrame Process

- **CoupaLink iFrame Certification** requires no formal technology configuration or build from Coupa and is a straightforward configuration for a partner to achieve themselves
- Coupa and the Partner must sign the CoupaLink agreement
- Once the iFrame has been configured and demonstrated to CoupaLink along with the high-level solution document, certification will be issued which will ensure the Partner solution is added to the Application Directory enabling Coupa customers to enable the solution via a simple System Administrator task
- Partner must re-submit test cases following Coupa major release updates to ensure that certification status is maintained



CoupaLink Panel App Certification

CoupaLink Panel App Process

- **CoupaLink Panel App Certification** requires no formal technology configuration or build from Coupa
- Coupa and the Partner must sign the CoupaLink agreement
- Coupa recommends working with CoupaLink to ensure that the Partner solution is valuable to Coupa customers and is designed in order to scale accordingly
- Coupa will offer technical advice and guidance in order to build a scalable solution
- Coupa will release technical documentation to Partners wanting to build Panel Apps and will offer technical support in order to achieve the Partner side technical configuration
- Once the Panel App has been configured and demonstrated to CoupaLink along with the high-level solution document, certification will be issued which will ensure the Partner solution is added to the Application Directory enabling Coupa customers to enable the solution via a simple System Administrator task
- Partner must re-submit test cases following Coupa major release updates to ensure that certification status is maintained

