

# AUCTION.COM

## COUPA PROVES TO BE HOT PROPERTY



	<b>CUSTOMER</b> Auction.com
	<b>LOCATION</b> Belmont, CA
	<b>INDUSTRY</b> Real Estate & Construction
	<b>COMPANY SIZE</b> 1-1,000

**Coupa:** Let's start by learning about Auction.com and your role at the company.

**Gina:** Auction.com is the nation's leading online marketplace provider of real estate. In fact, since the inception of Auction.com, we've sold over \$2.6 billion in properties. I'm the Vice President of Real Estate, Procurement and Global Procurement.

“ COUPA'S CLOUD-BASED SOLUTION MET OUR OBJECTIVES AND GAVE US THE OPPORTUNITY TO CUSTOMIZE THE SOFTWARE TO OUR SPECIFIC NEEDS. COUPA SIMPLY PROVED TO BE A VERY FAST, EASY-TO-USE AND EFFICIENT IMPLEMENTATION.”

**GINA VENTIMIGLIA, VICE PRESIDENT, REAL ESTATE, FACILITIES AND GLOBAL PROCUREMENT**

One of Auction.com's objectives is get the company ready for a public offering if and when they're ready to do so. The need to gain greater control over procurement spend and direct those savings to the bottom line drove our interest in sourcing a procurement system that could meet our core needs.

My first responsibility was to implement the right solution as quickly as possible, and, of course, Coupa was the first service that came to mind.

**Coupa:** How did you go about evaluating the options?

**Gina:** I have implemented all sorts of very large enterprise software solutions in the past. But having worked with Coupa very successfully in the recent past, I knew it was a product that I'd like to use again. We didn't want to have someone else build a system for us such that we would have to be dependent on them in the future, or they could walk away with our information.



### SUCCESS METRIC:

- ▶ Within first 6 months, earned 5-10% direct savings on procurement expenses across the board

*"We were able to get Coupa up and running within a matter of months. It was by far the easiest implementation I've ever done."*

**GINA VENTIMIGLIA,  
AUCTION.COM**

**Coupa:** What were the main requirements that Coupa needed to satisfy?

**Gina:** We set four requirements for a procurement system that would work for Auction.com. First, access through mobility. Second, the ability to customize and add any levels of approval structures specific to our needs. Third, visibility into spend against budget for our FPnA organization. And finally, the ability to track spend to reduce costs in the future.

**Coupa:** What was different about Coupa that made it such an easy choice?

**Gina:** Coupa is just a very fast and efficient implementation. We did not have to use any internal IT support or external resources and consultants. Coupa allowed us to make changes very easily, customizing it with new data fields anywhere we had different requirements and it was done without having to think twice about it. Plus, we were able to get it up and running within a matter of months. Coupa was by far the easiest implementation I've ever done.

**Coupa:** Since one of your objectives was to manage the process internally, was Coupa's direct support an important competitive differentiator?

**Gina:** Yes, actually. Coupa has great customer support. It enabled us to handle all of the implementation ourselves without using external consultants and IT, as I mentioned earlier. When we ran into any issues or had questions or needed some sort of help, Coupa's support team was always there to walk us through it.

It's very clear that Coupa is absolutely committed to our success. We felt it the first time we implemented as well the second time.

**Coupa:** It sounds like Coupa was easy for you to implement, but what about new users to the Coupa system?

**Gina:** Given the fact that we have both technical and non-technical people at the company, I couldn't have asked for a better solution. Coupa has such an easy user interface that it results in better adoption - much better in fact than something not as user friendly.

Since we were going from an entirely paper-based requisition process there has been a fair amount of change management, but all in all, Coupa's been very well-embraced because employees see Coupa as easy as shopping on Amazon.com. It's like taking a shopping cart, throwing all the items you need into that shopping cart, paying and you're done.

**Coupa:** Did Coupa's cloud-based accessibility prove to be an important factor in the fast adoption rate?

**Gina:** Actually, mobility was one of the key factors that drove our decision to select Coupa for Auction.com's procurement system. I'd go so far as to say it was the number one requirement. I wanted to achieve fast adoption and for all the managers to use the system, we needed it to be able to be utilized anywhere, any time.

**Coupa:** You talked about prior experience with large enterprise systems, so how important was Coupa's SaaS-style model to you? Was it a key requirement of your decision to choose Coupa?

**Gina:** Coupa's cloud-based solution met our first objective and their SaaS-style approach handled the others. We don't have to be concerned about missing updates

because Coupa provides them in real-time. We did not need any IT support. Testing is fairly easy because we can go into the sandbox and do any sort of testing that we need.

I'm a strong believer in SaaS and I wouldn't go with any other option because of the easy support, fast implementation and automatic updates that we get. Coupa gave us the opportunity to customize the software to our specific needs. Since I'm very familiar with SaaS, Coupa was an easy decision for me.