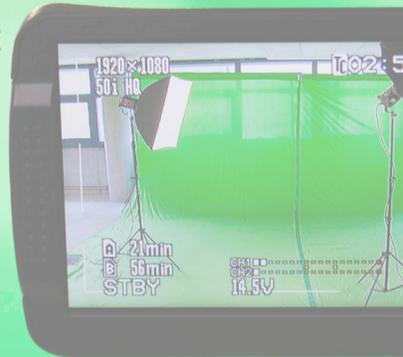


ON24

COUPA HELPS ON24 ACCOUNTS PAYABLE STREAMLINE FINANCIAL CLOSE



	CUSTOMER ON24
	LOCATION San Francisco, CA
	INDUSTRY Computer & Internet
	COMPANY SIZE 1-1,000

ON24 provides professional webcasting services, virtual communication services and virtual shows. We spoke with Alice Pilch, Project Manager at ON24 about how Coupa helped ON24 streamline their financial close.



“WHEN WE USE COUPA WE SAVE MONEY BECAUSE WE’RE SAVING TIME.”

ALICE PILCH, PROJECT MANAGER

Coupa: What problem were you trying to solve with Coupa?

Alice: The problem that I was trying to solve was, our accounts payable group was entering all of the same data that was still being entered already. We had over 100 invoices going back and forth from Staples every month. We desperately needed to make our accounting close smaller.

Coupa: What were your considerations in looking for a solution?

Alice: Ultimately when I had gone through and put together a product attribute list of all of the things that Coupa offered and basically it was pretty much everything that I had wanted from a product like that. We just decided to move forward and did not look any further.

Coupa: How are you doing with your Coupa deployment?

Alice: In the last 6 months we put millions of dollars worth of purchase orders through Coupa.

Coupa: How has being in the cloud helped ON24?

Alice: I think that when something is cloud based it gives people the ability to use it easier and we have a lot of people that work 24/7 or they need to access the cloud 24/7. I could not imagine it not being any other way. Once you have that you can never go back. If you're just going in and looking at your email or approving from the iPhone app, it is very easy to approve. It's important for people to be doing these things off site in mobile phones which are right there in their hands.

The other thing that is also important is the multi-currency and the fact that it is in different languages, being able to write reports on the fly and have them download in Excel very quickly; all of this is flexibility. So it's really the process improvement piece that we've seen a benefit for.

Coupa: What would you say is the biggest benefit of having Coupa?

Alice: It will help you buy something in a company, have it be properly approved and so when we use Coupa we save money because we're saving time.