SALESFORCE.COM

COUPA THE CLEAR CHOICE FOR CLOUD LEADER SALESFORCE

CUSTOMER
Salesforce.com Incorporated

LOCATION
San Francisco, CA

INDUSTRY
COMPUTER & INTERNET

COMPANY SIZE
5,000 +

Salesforce.com Incorporated is a provider of enterprise cloud computing applications. The company provides a collaboration and customer relationship management (CRM) service to businesses of all sizes and industries worldwide and also a technology platform for customers and developers to build and run business applications.

> **"COUPA IS REALLY OUR STRATEGIC PARTNER THAT WE LEVERAGE IN THE PROCURE-TO-PAY SPACE. COUPA'S ABILITY TO OPERATE ON A GLOBAL BASIS WAS ALSO A KEY FIT FOR OUR NEEDS."**

ROSS MEYERCORD, CHIEF INFORMATION OFFICER

Coupa: Can you tell us a little bit about yourself and Salesforce.com?

Ross: I'm Ross Meyercord, the Chief Information Officer at Salesforce.com. Salesforce.com is the world leader in cloud computing. While we currently employ about 12,000 people, and as a company, we've been growing at about 30 percent-plus per year, so our headcount is growing dramatically. We're based in San Francisco, California.

Coupa: What made Coupa such a perfect match for Salesforce.com?

Ross: As you can imagine, being the CIO at Salesforce.com, we like the cloud, and so we've been working with Coupa for a number of years. Coupa is really our strategic partner that we leverage in the procure-to-pay space. Coupa's ability to operate on a global basis was also a key fit for our needs.

salesforce

SUCCESS METRICS

- Global, synergized, and seamless roll out
- 80% of total spend managed within Coupa
- Managed 70% increase in purchase order volume with ease
- 100% increase in punchout catalog offerings

coupa

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>
> **ROSS MEYERCORD,**
> **SALESFORCE.COM**

Coupa: How has Coupa matched your incredible expansion?

Ross: We were a very early Coupa customer and initially we leveraged that for North America. As we expanded, we leveraged Coupa globally because for us Coupa just worked in all the core countries we were in -- the currencies were already there and any of the different compliance issues were taken care of for us -- made that implementation really pretty straightforward.

Coupa: What was the biggest advantage of operating Coupa's spend management solution on a global basis?

Ross: We found that for some of our global suppliers who sold to us in different geographies, we had inconsistent terms, inconsistent pricing, inconsistent service levels. Now that we have visibility into all of that, we can then truly negotiate globally with our key suppliers. It helps us, we think, get better deals and ultimately better service for the business.

Coupa: You mentioned how important Coupa's cloud functionality was to Salesforce.com. What impact do you think it has had on the organization?

Ross: For us, Coupa has been an integral part of our overall strategy of moving most of our applications to the cloud. Coupa has allowed us to really focus on transforming and simplifying our procurement operations to really help drive the complexity out and the cost down.

Coupa: Has Coupa's ease of access translated into direct savings for Salesforce.com?

Ross: No question. In a traditional environment, when we had to do those approvals from a desktop, it took multiple days to process. Now, with Coupa, when we have critical buys we have to work through quickly, the ability to call the executive and say, "It's in your email queue, can you please pull out your phone and click approve?" We can get some of our largest P.O.s through in minutes and hours, which used to take days, so it's really helped us save on that part of the process.

Coupa: It sounds like Coupa has made a big impact on your own job as CIO.

Ross: As an IT executive, having a solution that just works is money in the bank. That is fantastic for us.

What I like most about Coupa, although it's not the most glamorous answer, is that Coupa just works. It's a solution that I can depend upon. I don't get calls in the middle of the night about Coupa being down. It works for us. It needs to work for us 24/7 and it does, which is fabulous.

Coupa: If you were asked to sum up Coupa, what's your best way to describe the company?

Ross: Coupa's always in that short list of providers I talk about as a key fellow SaaS provider that I think really gets it. Coupa is truly in it to win it for the enterprise and really is part of our critical architecture.