

COUPA FOR FOOD AND BEVERAGE

FOOD AND BEVERAGE BUSINESSES NEED A SPENDING DIET

Businesses in the food and beverage industry have their plates full with financial and operational problems:

- Food prices are reaching levels not seen since the seventies, yet consumers are increasingly price sensitive.
- Producers, suppliers and retailers/operators are connected through complicated networks and alliances. The trend towards local sourcing further fragments the supply chain.
- With mergers and acquisitions in this space on the rise, business models themselves are in flux and financials under scrutiny.

The good news is that finance, supply management and procurement teams can make a real impact on business performance by optimizing spending and eliminating unnecessary costs. One way to do this is by using new technologies to attack the problems causing waste and inefficiencies in the supply chain and indirect spending.

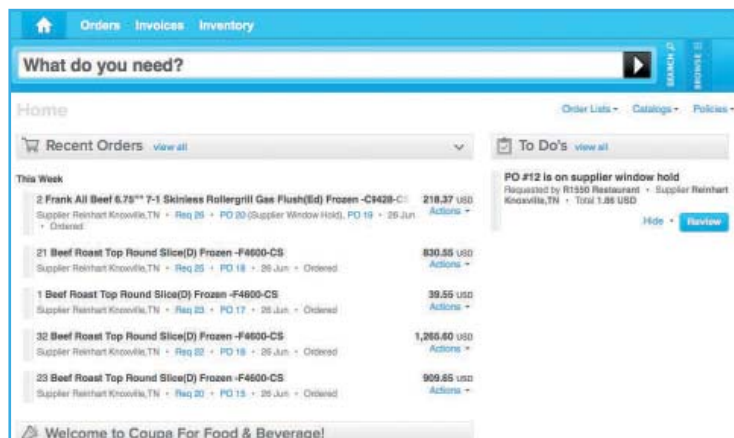
CURRENT SPEND MANAGEMENT PRACTICES ARE GETTING STALE

Food and beverage operators order large quantities of direct and indirect goods and services – everything from food supplies to receipt rolls, store signage and janitorial services. By controlling these costs (both direct and indirect) without degrading the customer experience, they can boost profit margins.

But that's a steep challenge using today's disparate systems for requisitions, contracts, purchase orders and invoice payments. These are just a few of the constraints:

- Complex supplier networks: You might buy produce from local suppliers, napkins from a large national food service distributor and beverages from another set of distributors. Today, all of this ordering, tracking, receiving and paying takes place in different applications, often linked by manual processes.
- Order management pressures: Short product shelf lives make inventory and order accuracy a top priority. Order too little and you run out, order too much and you've got spoilage or waste. Either way, you lose money.
- Unmanaged spending or budget-busting purchases: Without visibility into and controls on local spending, it's difficult to stay within budgets. Food and Beverage Solutions Paper 3
- Lack of visibility across players and locations: Between suppliers, distributors, independent owners, regional and district managers and corporate headquarters, it's tough to see what's happening to get things under control.

Business-as-usual methods using legacy applications, complex sourcing and ERP systems and manual processes don't work well in the time- and cost-sensitive food and beverage industry.



The Coupa home page provides easy access to orders, to do's and more.

COUPA FOR FOOD AND BEVERAGE

Food and beverage companies using Coupa replace cumbersome legacy procurement, contract management and order management systems with streamlined cloud-based software. Coupa offers a single, unified application suite to deliver these capabilities from the cloud, feeling more like consumer online shopping than a complex enterprise application.

Coupa focuses on helping its customers succeed at saving by putting the focus on the user experience. Coupa's customers are testament to the success of this approach – including food and beverage leaders like Subway, McDonalds, PF Chang's, Del Monte, Fresh Market, Bourne Leisure and A Local Menu.

Coupa differs from traditional, legacy approaches to spend management in three very important ways:

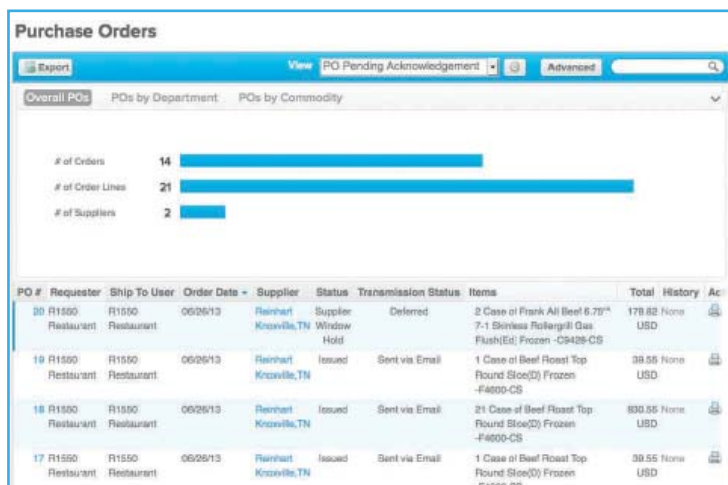
- **Employee engagement:** Coupa is built to satisfy today's always-connected, cell-phone toting online shoppers – which typically fits the profile of your employees, independent store owners, small suppliers and major distributors. It's so easy to use that people want to use it. And they do – which increases 'spend under management' and lets employees spend less time with the ordering system and more time with customers.
- **The cloud:** Coupa was built in the cloud from day one, not retrofitted from legacy applications. The cloud subscription model moves spending from CapEx to OpEx and makes deployment fast and non-disruptive. You can scale up as you add locations and people or acquire that competitor. High availability, data protection and security are built in at every level.
- **End-to-end management:** Coupa is a complete, unified suite of applications – not a bunch of different applications 'bolted together' with manual processes. From sourcing to PO and invoicing, data travels seamlessly and logically. You have 360 degree visibility and control.

These three attributes help you handle the pressing realities of complex supplier networks, distributed operations and spending, and other challenges of managing food and beverage spending.

CONNECT YOUR COMPLEX SUPPLIER NETWORK

Major distributors and suppliers have their own ways of doing things – but you also have to work with regional operations and local suppliers without EDI systems or automated shipping notifications. Initiatives like local sourcing make the whole environment more complicated. How can you manage the spending when everyone's using different systems and formats?

Coupa helps you put everything together in one place, in the cloud. It reduces manual processing by supporting automated processes for catalog, account files, POs and PO acknowledgements, advance shipment notices and invoices for a wide range of suppliers.



Purchase Orders

Overall POs: POs by Department: POs by Commodity

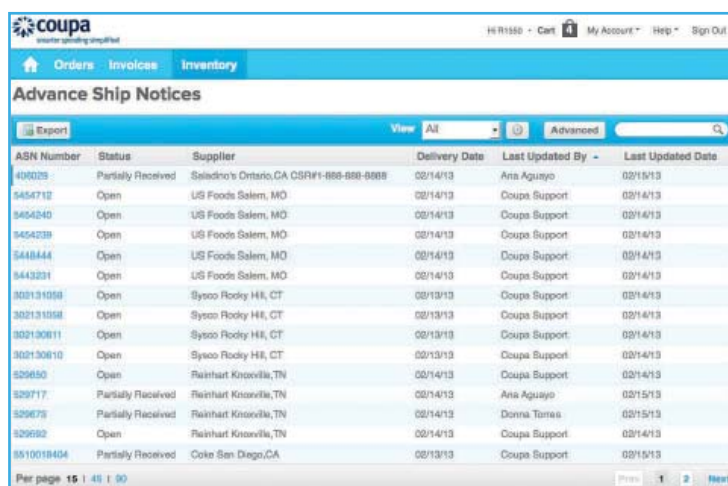
of Orders: 14
of Order Lines: 21
of Suppliers: 2

PO #	Requester	Ship To User	Order Date	Supplier	Status	Transmission Status	Items	Total	History	Ac
30	R1550 Restaurant	R1550 Restaurant	06/26/13	Reinhart Knoxville, TN	Supplier Window Hold	Deferred	2 Case of Frank All Beef 6.75" 7-1 Skillet Rollgrill Gas Flask(Eat) Frozen -CS429-CS	179.82 None USD		
19	R1550 Restaurant	R1550 Restaurant	06/26/13	Reinhart Knoxville, TN	Issued	Sent via Email	1 Case of Beef Roast Top Round Slo(2) Frozen -F4600-CS	39.55 None USD		
18	R1550 Restaurant	R1550 Restaurant	06/26/13	Reinhart Knoxville, TN	Issued	Sent via Email	21 Case of Beef Roast Top Round Slo(2) Frozen -F4600-CS	800.55 None USD		
17	R1550 Restaurant	R1550 Restaurant	06/26/13	Reinhart Knoxville, TN	Issued	Sent via Email	1 Case of Beef Roast Top Round Slo(2) Frozen -F4600-CS	39.55 None USD		

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Coupa gives suppliers the flexibility to do business with you using their preferred methods – while giving your employees one consistent, easy-to-use system for placing orders.

- It supports automated supplier communications using cXML, EDI, flat file, ASN, PO acknowledgements and other document types.
- Coupa has integrated with 23 major North American distributors and as well as the major UK suppliers for food and beverage.
- Small and regional suppliers can join the free Coupa Supplier Network – easily loading and maintaining their own catalogs in Coupa.



Advance Ship Notices

ASN Number	Status	Supplier	Delivery Date	Last Updated By	Last Updated Date
400025	Partially Received	Seladco's Ontario, CA CSRF#-888-888-8888	02/14/13	Ana Aguayo	02/15/13
5454712	Open	US Foods Salem, MO	02/14/13	Coupa Support	02/14/13
5454240	Open	US Foods Salem, MO	02/14/13	Coupa Support	02/14/13
5454239	Open	US Foods Salem, MO	02/14/13	Coupa Support	02/14/13
5448444	Open	US Foods Salem, MO	02/14/13	Coupa Support	02/14/13
5443231	Open	US Foods Salem, MO	02/14/13	Coupa Support	02/14/13
302131058	Open	Sysco Rocky Hill, CT	02/13/13	Coupa Support	02/14/13
302131058	Open	Sysco Rocky Hill, CT	02/13/13	Coupa Support	02/14/13
302130811	Open	Sysco Rocky Hill, CT	02/13/13	Coupa Support	02/14/13
302130810	Open	Sysco Rocky Hill, CT	02/13/13	Coupa Support	02/14/13
529690	Open	Reinhart Knoxville, TN	02/14/13	Coupa Support	02/14/13
529717	Partially Received	Reinhart Knoxville, TN	02/14/13	Ana Aguayo	02/15/13
529675	Partially Received	Reinhart Knoxville, TN	02/14/13	Donna Torres	02/15/13
529692	Open	Reinhart Knoxville, TN	02/14/13	Coupa Support	02/14/13
5510018404	Partially Received	Coke San Diego, CA	02/13/13	Coupa Support	02/15/13

Summary of advance shipment notices.

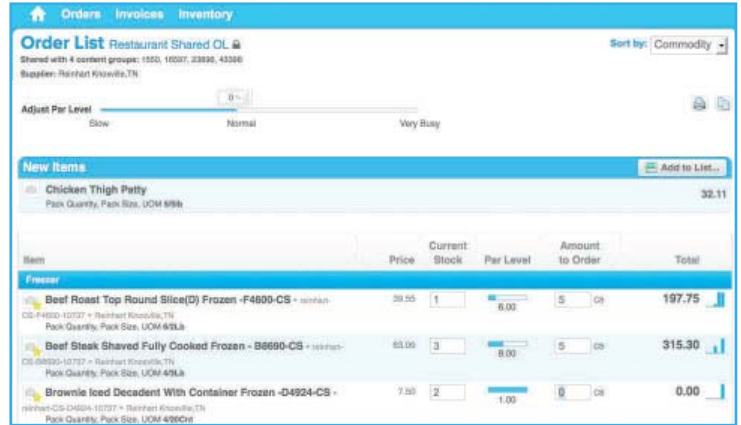
By putting everything in one place, Coupa gives you new visibility into what you're spending with each supplier. Automating and streamlining these communications serves up big savings in time and money spent on manual processes, while eliminating the potential for errors introduced along the way.

BRING ORDER TO ORDER MANAGEMENT

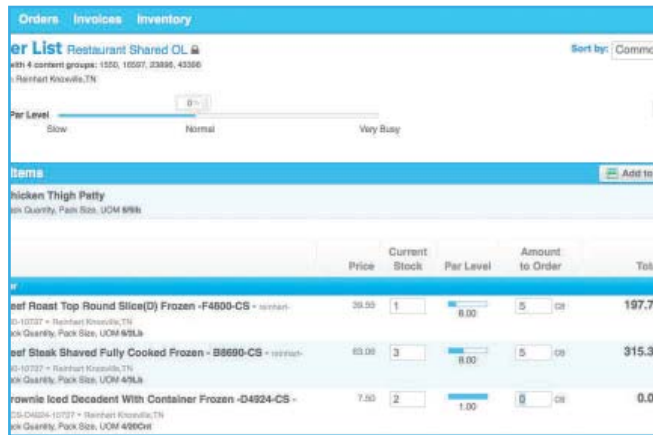
If you're in the food and beverage industry, you take 'just-in-time' ordering pretty seriously. If you run out of what you need, you lose money. And if you over-order, food spoilage means less profits. To manage margins, you've got to get ordering management just right.

Coupa helps you optimize order management across the business so you order the right amount of food, beverages, suppliers or services, at the right time, from the right suppliers.

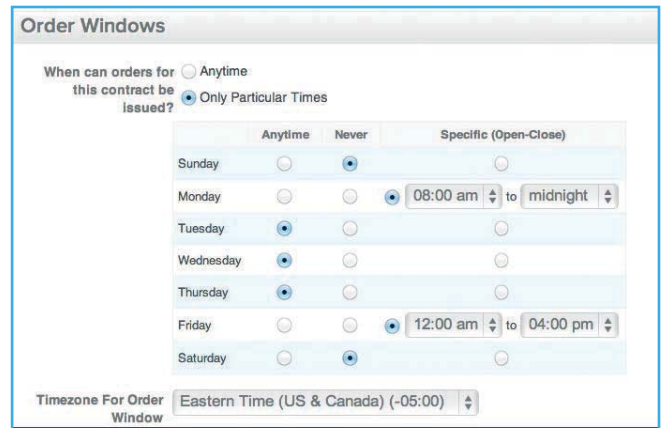
- Create multi-supplier order lists in Coupa for items that stores buy regularly – streamlining re-order processes.
- Set up multiple location-specific catalogs, so employees only see the products and suppliers that are relevant to their location.
- Need more baking supplies around November and December? Make seasonal adjustments with a simple slider bar.
- Integrate Coupa with inventory systems and revenue data to forecast needs and suggest orders.
- Set up re-order reminders based on timing and/or inventory to minimize the dreaded 'stock-out.'
- Is the item you need out of stock? Use Coupa's automatic substitution function to instantly see alternatives of a similar price and quality.
- Have to order from the baker by 5pm? Set up time windows for time-sensitive orders.



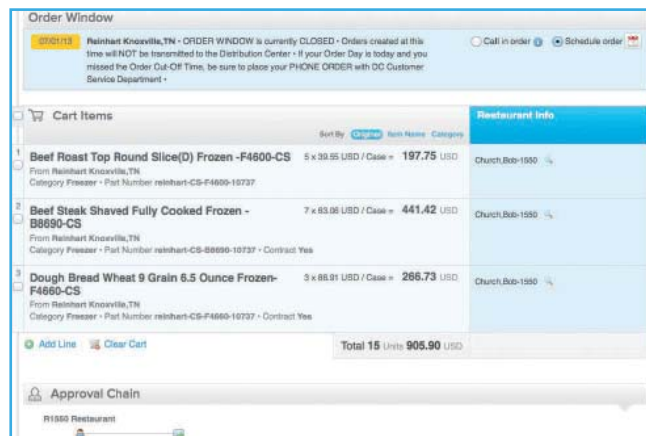
Easily place recurring orders using Order Lists that feature par-values.



Easily place recurring orders using Order Lists that feature par-values.



Create order windows for time-sensitive orders.



Order window status is visible during checkout.

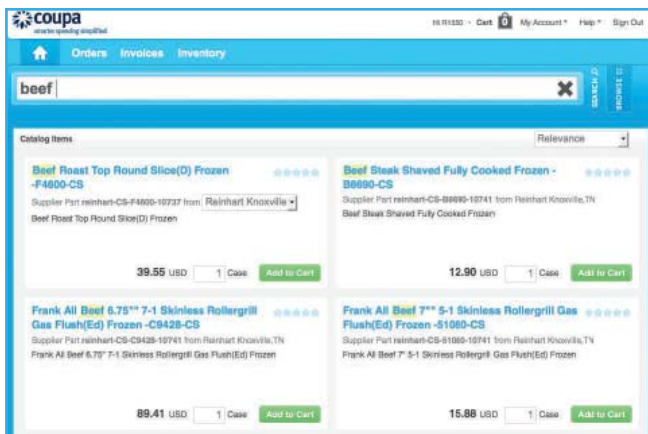
CONTROL FOOD, ALCOHOL AND SPECIALTY SPENDING

It's hard to say no to that friendly alcohol distributor who wants to sell you a few extra cartons of premium product, especially since he gets you box seats to the big game. Multiply those decisions across a national chain and you've got a serious problem on your bottom line.

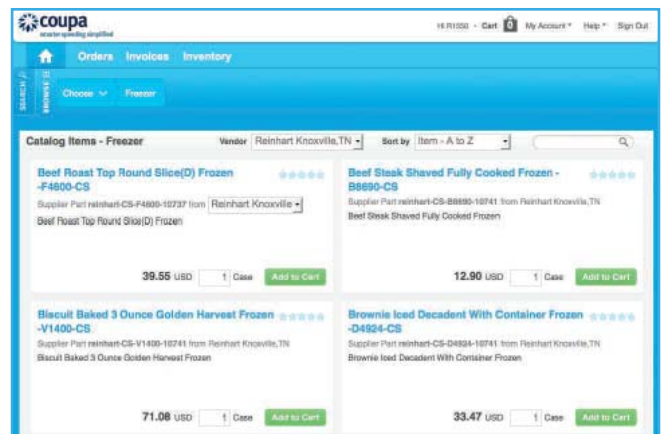
Getting a handle on distributed spending is a challenge when people are buying at all levels of your business. Often there's a lag time between when local orders are placed and when distributors or distribution centers find out about them. A lot of waste can happen in that amount of time.

To get spending and budgets under control, you need real-time visibility into what's happening at the local level. Coupa can help you build a culture of responsible spending throughout the business.

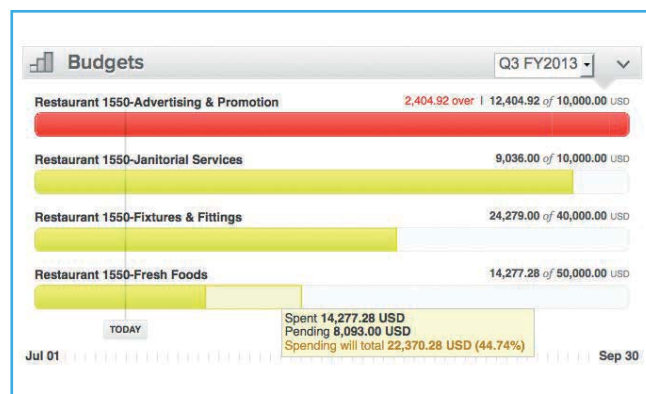
- Coupa makes it easy to order against existing contracts and catalogs, so local buyers can find approved items and use collective purchasing power to save money.
- People can see the impact of purchases on budgets in real time – at the moment that they're placing an order or approving a purchase.
- You can create real-time notifications when budgets are nearing their limits – improving performance to budget.
- Coupa Analytics provides actionable business intelligence on key performance indicators to help optimize your spend.



Finding approved items – and approved pricing – by keyword is simple and familiar.



Users can also browse by category, e.g., freezer items.



Track what's happening in your budgets with Coupa.

GET EVERYONE ON THE SAME PAGE

Businesses in the food and beverage industry have diverse business models – independent franchise owners, corporate locations, major distribution centers, local sourcing, etc. Before you can control spending, you have to understand what’s happening throughout the business.

Coupa helps get everyone on the same page. Because it’s accessed in the cloud, everyone can use it on their own devices. There’s almost no training required. A mobile app makes approvals fast and portable.

- For individual operators or local staff, Coupa combines an Amazon-like shopping experience with the cost savings of using negotiated contract pricing. The more purchases go through Coupa, the better the distributed visibility into spending.
- For foodservice distributors, having visibility into spending translates into better leverage for negotiating discounts with suppliers.
- For corporate offices, Coupa offers visibility into spending by supplier, consolidated across buying locations.



Coupa helps you find ways to increase savings and improve the bottom line.

SUMMARY

Coupa delivers the centralized visibility into spending that you need to make smart decisions, negotiate good pricing and keep your costs low, giving you a little more breathing room in your profit margins. And its easy-to-use interface sweetens the purchasing process for everyone involved, from suppliers and distributors to regional buyers and independent owners. Visit the Coupa for Food & Beverage page for more on our solutions.

Visit the Coupa Customer page to learn about the experience of Coupa customers in their own words.