Groupon's Growth from BSM Level "Zero" to Coupa Hero

Evolution from manual processes to comprehensive digital spend solution

GROUPON®

Industry Technology

Geographies Global

Employees 6,700

Revenue $2.8B

Challenges
- Global scaling
- Manual spend processes
- Automating BSM from scratch

Solution
- Coupa Expenses
- Coupa Invoicing
- Coupa Contracts
- Coupa Procurement
- Coupa Analytics

Results
- Spend management deployed for 4,000 users
- 80% of invoices backed by POs
- No additional headcount hired to manage platform
- 2 existing employees administer platform, part-time

Key Objectives

- Scaling for global growth
- User-friendly experience
- IT efficiency
- BSM process automation
- Operational efficiency
- Spend control

Starting From Spreadsheets for Sourcing and Spend

Groupon is a multinational e-commerce marketplace that provides local deals and experiences to millions of customers around the world.

Expanding rapidly, Groupon outgrew their existing Business Spend Management (BSM) processes. Payments and expenses management were labor-intensive, not to mention challenging to scale for 4,000 global users. And procurement processes lived in the Wild West of manually-managed spreadsheets, burdening finance teams with data inefficiencies.

Groupon Selects Coupa to Refresh BSM

Groupon wanted to lay the foundation for future success by investing in a comprehensive BSM platform that included not only procurement, but also contracts, invoicing, expenses and analytics. With no room in the budget for hiring system administrators, their new solution had to be easy to manage by existing resources.

Groupon chose Coupa for its comprehensive suite of BSM capabilities, user- friendliness, and rapid time-to-value.

Groupon Grows with Coupa and Drives Operational Efficiencies

Number of Invoices Backed by PO Doubled--Now Up to 80%

Using Coupa's BSM Platform, Groupon doubled the number of invoices backed by POs. The company's finance team now has greater visibility into their procurement budget and can better plan for future spend and accruals.

Minimal Administrative Oversight for Maximal Operational Results

Just two employees spending part of their time as Coupa administrators could maintain the platform for Groupon's 4,000 global users.

Redeploying Savings From Redundant Systems

Using Coupa's platform, employees are not bogged down with spreadsheet updates and can focus on higher priorities, like customers and suppliers. "It's a far better use of our resources," said Declan Holzman, Technology Sourcing Manager.

"Coupa Has Opened up Many Possibilities for Spend Management"

From dynamic approval chain adjustment to detailed visibility into organizational spend, Groupon has exceeded its original goals and continues to grow with Coupa.

> "Coupa definitely fulfilled what we were looking for and hit it out of the park."
>
> — **Declan Holzman,** Technology Sourcing Manager

TO SEE MORE SUCCESS STORIES, **VISIT COUPA.COM/RESULTS**