



EXTENDING NETSUITE FOR VISIBILITY AND COMPLIANCE AT OLX



OLX is the world's leading classifieds platform for emerging markets, with a mission to "improve people's lives by bringing them together for a win-win exchange." In line with their strategy of building digital ecosystems around their NetSuite ERP system, OLX has added Coupa to improve visibility and compliance across its far-flung operations.

Global Challenges

OLX operates in a complex global environment where compliance and visibility are critical to success. Their operations spread across more than 60 countries, and they have an online presence in more than 120. When OLX moved its headquarters from New York to the Netherlands, complying with EU requirements called for changing processes and reporting. Visibility into spend is a challenge because of the nature of the business. Marketing represents 95% of OLX's total spend, largely comprised of services. Unlike products bought from a catalog, which can be easily vetted, tracked, and controlled, spend on services is much more difficult for Procurement teams to control.

Managing Risk

At OLX, a crucial role for Procurement is risk management. Because OLX is buying highly visible marketing services in developing countries, the company must be vigilant in ensuring that spend goes only to reputable suppliers. Ethical behavior across the supply chain is key to their mission.

The Solution: Coupa Procure-To-Pay and Analytics

OLX selected Coupa's Procure-To-Pay (P2P) and Analytics applications to manage spend ethically, efficiently, and accurately—to make certain that spend goes to conscientious suppliers and that suppliers are paid correctly. Improving operational efficiency and management decision-making were also key considerations.

Extending NetSuite with Coupa

OLX chose to maintain NetSuite as their master system for core financials, supplier data, exchange rates, and payments. Coupa was added to extend the ERP with easy-to-use Procurement, Invoicing, and Analytics. The team carefully set up their chart of accounts in Coupa in line with their ERP system to provide granular visibility into spend. The whole project included five integration points between Coupa and NetSuite—Invoices Approved for Payment, Payment Completion Status, Exchange Rates, New Vendor Requests, and Supplier Master Data.

COUPA AT OLX

- ▶ Deployed Coupa Procure-To-Pay
- ▶ Extended NetSuite ERP
- ▶ Manages extensive services spend—95% marketing
- ▶ Employs 1,000+
- ▶ Operates in 60 countries
- ▶ Maintains online presence in 120+ countries
- ▶ Recently moved HQ from U.S. to Netherlands

“Corporate responsibility in the U.S. might be demonstrated in terms of ‘Are you recycling or not?’ But in some of the markets where we operate, it’s ‘Is there child labor or human trafficking?’”

PHILIP WHITE
OLX

“Having both POs and invoices within the one Coupa platform really helped us to needle into our spend to see what’s going on and who’s behaving well and who is not.”



PHILIP WHITE
OLX

Fast and Easy Rollout

Coupa Procure-to-Pay was easy to roll out quickly, with a minimum of training. No training was needed at all for the NetSuite administrators who have access to Coupa. Minimal training was required for the two-person Procure-to-Pay team that manages the Coupa deployment across more than 60 countries.

Pre-Vetting Suppliers

While NetSuite remains the source of truth for the supplier master, OLX used Coupa to involve Procurement on the front end of the decision process concerning who to spend the company’s money with. Before any spend can happen, new supplier requests must be approved. OLX’s risk and compliance team reviews suppliers to avoid channeling spend to any questionable operators. Once approved, suppliers can start transacting online immediately with Coupa’s Open Business Network.

The Results: Efficiency, Compliance, and Visibility

The OLX team saw improvements in efficiency, compliance, and visibility right away with Coupa. Where previously suppliers called into OLX’s AP team to inquire about payment status, now they can get this info self-service. Given complete visibility into spend, the company can also monitor their suppliers’ activities. **In one case, this allowed them to recover \$3M in over-billings from a single supplier.** Coupa Analytics validates that compliance rules are being observed.

Procurement professionals often view marketing services, which make up the bulk of OLX’s spend, as the final frontier. But with Coupa, OLX is able to get visibility into all of their spend. Commodity and account classifications picked up through the request process provide visibility into what was bought, for what purpose.

Through Coupa, the finance team has the data and processes they need for accurate financial reporting. They can make accruals accurately by reporting on outstanding POs and putting those reports into the hands of the marketing managers, who have on-the-ground knowledge of what’s been consumed to date. Coupa Analytics provides insights including trends that feed into company forecasting.

In other words, OLX wins with the Coupa extension to its ERP system.

This summary of OLX’s story is based on a Coupa Webinar, Optimizing Procurement: Adoption, Visibility, and Compliance. [Watch the full recording to learn more.](#)