

Project partner  
**ecovadis**



Project partner  
**DataMap**



Project partner  
**TradeCentric**



# An innovation ecosystem for procurement transformation



Project partner  
**SourceDay**



 **coupa**



# Coupa App Marketplace:

## An innovation ecosystem for procurement transformation

The Coupa App Marketplace is a digital ecosystem transforming procurement functions, the world over. We speak to Nigel Pegg, Vice President and General Manager of the Coupa App Marketplace and CoupaLink to find out more about the roll-out of the Coupa App Marketplace, one year on...

WRITTEN BY ANDREW WOODS

PRODUCED BY KIRON CHAVDA



**NIGEL PEGG**

Vice President and General Manager of the Coupa App Marketplace and CoupaLink

**T**he evolution of procurement into a true strategic business enabler is fuelled by technological advances. The ability to dig deep into data with true visibility into an enterprise's entire spend and supplier network has been provided through ever-evolving platforms, such as Coupa's highly successful [Business Spend Management \(BSM\) platform](#).

Procurement functions are no different from any other business unit with the need to be nimble, agile, and efficient, especially in the current unpredictable climate. The main strength of Coupa's BSM

platform is unifying business processes to create this nimbleness. Through the adoption of BSM, clients can control procurement, invoice, and expense management as well as the associated processes of contract lifecycle management, supplier information management, inventory management, advanced sourcing, budgeting, and analytics, all within the same platform. All of these functions are nourished and enriched by cross-company community intelligence. Coupa's BSM platform also works together with ERP, CRM, and HCM to address the core operating processes of an enterprise collectively and exhaustively. In BSM, Coupa has created a digital ecosystem that brings suppliers, vendors, and partners together in the same room with a single 'source of truth'. →

## A new dawn

The Coupa App Marketplace, [launched last August](#), is in one regard a direct reaction to the change in the way businesses operated through COVID-19. Many business leaders have discussed how the ability to address changing business requirements is increasingly vital for enterprises succeeding in a post-COVID world facing:

- Rising inflation and costs
- Geopolitical crises
- Moves towards diversity and inclusivity
- The circular economy
- New complex and evolving legal and regulatory requirements
- Global supply chains
- Remote workforces
- Increased risk

Coupa announced the significant extension to its BSM ecosystem – the [Coupa App Marketplace](#) – to address these challenges head on.

Nigel Pegg is Vice President and General Manager of the Coupa App Marketplace and CoupaLink. We caught up with him to find out more about the roll-out of the Coupa App Marketplace, one year on. “I think the business climate is always changing; now more than ever,” Pegg explains. “The amount of macro-level

events that have been happening in the last few years is evidence that, increasingly, organisations need to be more nimble. They need to be able to change when required. And one thing our Marketplace and our ecosystem generally do is to make sure there’s constant innovation happening to help our customers adapt to changing times.”

According to Pegg, adaptability and innovation are critical to unlocking post-crisis growth, and the success of Coupa’s BSM platform is in part due to the sheer breadth of the things it can do, from supply chain and planning, all the way to payment processing. But according to Pegg, even here there’s more opportunity to serve business





needs these days. “We know that trying to be everything to everybody is probably not a great strategy,” he reveals. “So, where our ecosystem shines is taking that incredible breadth and adding more vertical depth to it for specific industry, geographical, and company stage requirements. Maybe you’re in oil and gas, or healthcare, each with very different regulatory environments. Maybe you’re in a different geography. Maybe your business is just going through a transformation, right? Maybe you just went public with an IPO. Now you’ve got a whole other set of requirements that are really specific to your case. Our ecosystem helps tailor our platform so you can meet the specific

needs of your particular situation. The other thing the ecosystem does is to make sure you’re more future proof. As times change, you need to be adaptable enough to respond to those challenges.”

Innovation is at the heart of the procurement revolution, and the ability to benefit from an open app marketplace is vital for businesses in these challenging times. The Coupa App Marketplace connects businesses with certified, pre-built solutions to create a seamless way to tap into the global community of trusted BSM partners. Coupa App Marketplace solutions integrate with the Coupa platform as App Connectors or Embedded Apps. “Companies have emerged from the pandemic with a newfound appreciation for managing spend effectively and comprehensively,” claims Roger Goulart, Executive Vice President, Business Development and Alliances at Coupa. “Coupa’s BSM platform is a core system of record for them, with the expectation that it can be extended to deliver even more value. We launched the Coupa App Marketplace to make it even easier for customers to discover and connect solutions from our rich partner community to empower businesses to spend smarter.”



# Connected Commerce Helps Maximize the Value of eProcurement

---

Modern procurement teams are investing in cutting edge spend management solutions, such as Coupa, to achieve more agile, transparent and digitally connected procurement transformation.

Supplier connectivity is key to driving value for eProcurement solutions. Coupa is natively capable of supporting integration via cXML, but not all suppliers have the technical sophistication to integrate and maintain their connections as systems evolve.

Partnering with third-party B2B commerce integration experts like TradeCentric helps buyers quickly and easily achieve intersystem connectivity, also known as connected commerce.

TradeCentric's PunchOut, Purchase Order (PO) and Invoice automation solutions streamline the purchasing process by enabling an integrated shopping experience, along with seamless transfer of PO and invoice data between supplier eCommerce systems and buyer eProcurement solutions.

---

✔ **Centralize the purchasing process** via a one-stop shop for all integrated suppliers with visibility into negotiated prices and real-time inventory

✔ **Enable 3-way matching** of purchase orders, order requisitions and invoices to save time and money on PO-invoice reconciliation

✔ **Automate and standardize** the PO and invoice data exchange processes to reduce cost and errors from manual entry

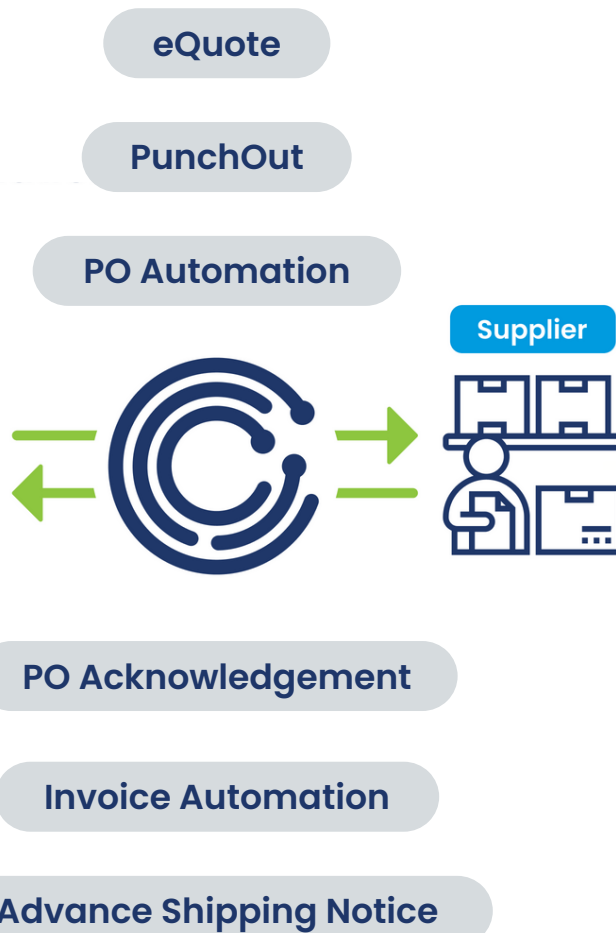
✔ **Promote compliance** with procurement purchasing and approval processes by integrating cart contents seamlessly to the eProcurement solution

TradeCentric connects top eProcurement solutions such as Coupa to more than 75 leading eCommerce systems. The result is faster, more scalable and more accessible connected commerce.



# TradeCentric™

Formerly PunchOut2Go



-  SAP Commerce Cloud
-  BIGCOMMERCE
-  Adobe Commerce Cloud
-  salesforce commerce cloud
-  HCL Commerce
- +75 MORE**

**Learn how Mars Veterinary Health leverages connected commerce solutions to maximize eProcurement value.**

[Read the Case Study](#)

[info@TradeCentric.com](mailto:info@TradeCentric.com)



## Open innovation

Pegg underlines the open, innovative nature of the ecosystem that the App Marketplace is creating. “We’ve always had an open platform,” he confirms. “In fact, we love to say that the O in Coupa stands for ‘open.’ And so, it’s always been possible for a customer’s IT department or for a systems integrator to come in and build to their heart’s content to meet the specific needs of a given company. What we’ve done with the ecosystem is we’ve made that process much more efficient because everything that goes on our Marketplace is prebuilt. This means that the majority of that work is coming right out of the box, it’s not being written by somebody charging you by the hour. And then it’s certified. And certification is key.”

## A question of trust

Trust is paramount when taking on new processes and tools, and it’s an important aspect of the Coupa App Marketplace, as witnessed through its intensive [certification process](#). “Our marketplace operates on a co-sales model, meaning that the offerings up there are not on our legal framework, they’re not on our pricing sheet,” Pegg explains. “We’re helping connect our customers





directly to our partner ecosystem. We understand that our customers want to know that Coupa stands behind those offerings, that they're reliable and secure, and that they perform well and do what they say they will do. To support that, we've got a whole team dedicated to certification. As we onboard a partner, we are working with them to make sure this really fulfils a need. We help define the solution with partners, and then we certify that the app operates against the definition we agreed upon. And we re-certify these solutions a few times a year as the Coupa platform goes through its release cycle, and that makes sure nothing breaks along the way."

As Coupa chaperones its partners through the development process, it provides a team of engineers who review the development approach, security policies, and details to make sure that best practices are being followed. "Depending on the complexity of the offering, our process can often get done in less than a month, while sometimes it can take a few months," Pegg explains. "We're always improving the process so that partners have as little friction as possible."

**“Coupa has created a digital ecosystem that brings suppliers, vendors and partners together, into the same room through a single ‘source of truth’”**

**Nigel Pegg**

Vice President and General Manager of the Coupa App Marketplace and CoupaLink

According to Pegg, Coupa's partners are grateful that Coupa's team is willing to work side by side with them, so that they're truly defining something valuable that will sell. "We're helping partners follow those best practices," he says. "Because at the end of the day, our customers, when they want to onboard that offering, are going to go through their governance and risk and compliance processes as well. And so, knowing that Coupa's already been on the partner's side smooths things out for both parties. That means we're an incredible vehicle for a partner. It means that a partner can plug into many different places along the spectrum of product offerings. Coupa solves →

the really big picture problems using our incredible breadth, and the ecosystem helps customers add specificity and depth for their unique needs. The Coupa App Marketplace really connects our customers to that ecosystem.”

### **Some success stories**

One of the successful use cases of Coupa’s App Marketplace involves tax innovation. Coupa’s BSM platform already offers a tax processing capability out of the box, but the App Marketplace can address specific needs around refunding, for example. “We’ve got partners that can plug their tax engine into Coupa, that do taxes all day, every day; that’s their entire domain. [Vertex](#), [Thomson Reuters](#) or [Avalara](#) are really trusted partners that can make sure your solution really fits the state and stage of your company.”

Supplier risk is also a hot topic right now, and Coupa offers various solutions that empower procurement and supply chain professionals in managing that challenge. “Third party data around supplier risk can be so powerful,”

Pegg says. “[Interos](#) analyses business entities for risk, and it’s not just first tier supplier risk, but supplier risk down to the end tier. So, it’s the suppliers of your suppliers and so on and so forth down the chain. Our customers can use that deep intelligence to make smart, automated decisions in Coupa, like changing approvals or removing a supplier whose supply chain risk is beyond tolerance levels.”

### **The circular economy**

Coupa also partners with [EcoVadis](#), which helps hold companies to account on their sustainability practices – another of the challenges facing modern procurement functions. “There’s something really rewarding about bringing what’s best-in-breed in ESG and making it accessible to procurement,” he says. “In terms of the circular economy, I’m dying to tell you some exciting stories about what we’re doing there. We’ve got some stuff that’s undergoing certification as we speak. Through this strong marketplace ecosystem, we are creating some of the changes we all want to see.” →

---

**“The amount of macro level events that have been happening in the last few years is evidence that increasingly, organisations need to be more nimble”**

**Nigel Pegg**

Vice President and General Manager of the  
Coupa App Marketplace and CoupaLink

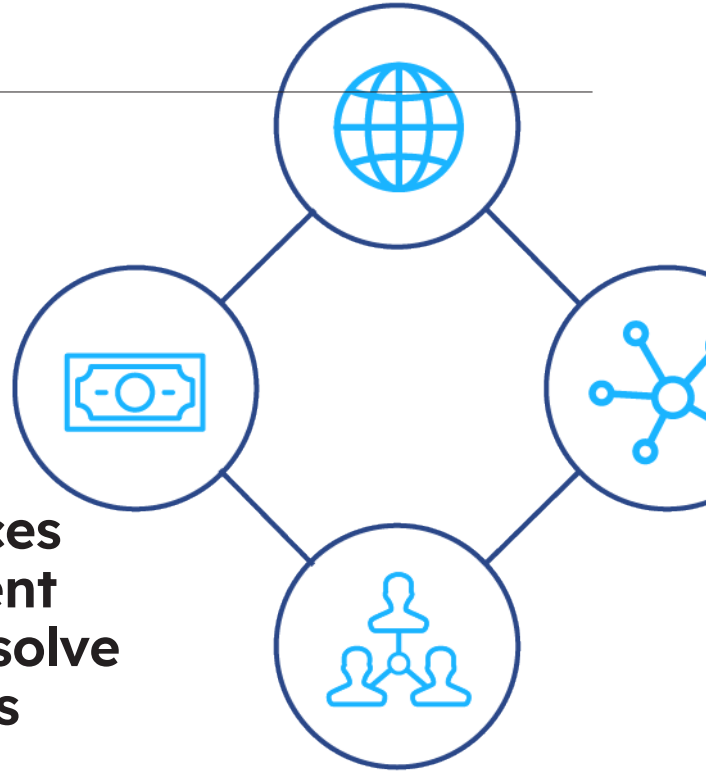




The [EcoVadis Supplier Sustainability Ratings App](#) allows for seamless synchronisation of EcoVadis assessment data with a supplier's Coupa profile to drive strategic purchasing and supplier relationship management decisions based on the sustainability risk, performance, and maturity of suppliers. With the EcoVadis CSR Scorecards, suppliers can measure and demonstrate their company's CSR performance on a rich, multi-tiered scale, and share it with multiple clients with maximum credibility, confidentiality, and control.

Coupa and EcoVadis can help clients explore the sustainable advantage by reducing risk and improving ROI. As the world's most trusted provider of business sustainability ratings and collaborative performance improvement tools, EcoVadis is ideally positioned to assist companies in their sustainability efforts by reducing the risk of suboptimal decision making. Meanwhile, Coupa's Business Spend Management platform is designed to help enterprises boost ROI without sacrificing sustainable practices. Sustainable BSM can help deliver measurable impact for your business and the broader community. →





**“It means that a partner can plug in, in many different places along that spectrum of different product offerings, and get to solve the really big picture problems using that incredible breadth”**

**Nigel Pegg**

Vice President and General Manager of the Coupa App Marketplace and CoupaLink

For example, by integrating EcoVadis data with Coupa Risk Aware, it's possible for companies to digitise key data, improve ESG, and drive procurement data simultaneously. With more than 55,000 businesses across its global network, EcoVadis provides an easy-to-read scorecard that adds the fourth pillar of sustainability to the current supply chain trifecta of price, on-time delivery, and quality. From sustainable raw material sourcing to supplier diversity initiatives and data-driven answers for ethical governance questions, Coupa and EcoVadis can help deliver agile decision making across the ESG framework.

### **Indirect and direct spend**

Coupa's goal is to bring together the best-of-the-best apps that support customers with all their business needs, providing the foundation for a more secure, brighter future in the post-Covid world of supply chain risk, legal requirements, regulatory changes, and remote workforces. [SourceDay](#) is one of those apps. SourceDay builds a bridge between direct materials suppliers and the user's ERP, enabling clear communication between the two.

For SourceDay, the benefits of working closely with Coupa are numerous. Coupa is the clear market leader in Business Spend Management and having Coupa as a →

partner brings brand recognition and market awareness. Coupa has even brought SourceDay into situations where the partnership has won major customers together. “It’s a ‘stronger together,’ best-in-breed approach,” says SourceDay co-owner Tom Kieley. Plus, partnering with Coupa gives businesses like SourceDay the opportunity to solve big-picture problems. “That’s vital post-COVID, when supply chains and procurement have become more distributed and prone to risk. Being featured in the Coupa marketplace shows the power and value that SourceDay drives, and that we are tackling major challenges.”

With SourceDay, US-based Progress Rail brought together buyers, planners, suppliers, and all other stakeholders into one shared view across 100+ locations and

multiple ERPs (SAP, Infor), which was no easy task, but it delivered amazing results. With numerous US facilities and dozens more internationally, the company’s growth had been hindered by a lack of visibility to purchase order (PO) changes, schedules, and order acknowledgments. The manual approach was time-consuming, error-prone, and made visibility impossible. However, with SourceDay the procurement team at Progress Rail can now manage by exception, focusing its time on the most critical POs that require more attention, rather than weeding through endless spreadsheets. And the team now has easy access to clear supplier responsiveness and performance metrics. →



**“One of the beautiful things is that much of the time the user doesn’t even have to be aware that they’re using an app from the Marketplace because it’s usually embedded directly inside of our platform”**

**Nigel Pegg**

Vice President and General Manager of the  
Coupa App Marketplace and CoupaLink

Another successful app in the Coupa App Marketplace is [TradeCentric](#), formerly PunchOut2Go, which transforms the way organisations do business by enabling punchout, purchase order and invoice automation for thousands of companies every day. Uniquely positioned at the intersection of eCommerce and eProcurement, TradeCentric helps B2B buyers and suppliers connect, automate, and scale their digital trading capabilities. It offers a cloud-based integration platform that is fully managed, highly secure, and purpose-built to simplify the complexities of B2B trade and transaction processes.

TradeCentric’s PunchOut solution connects buyer eProcurement systems to supplier eCommerce systems while automating key aspects of the shopping process, including authentication and cart order transfer between buyer and supplier systems. PunchOut catalogs allow buyers and suppliers to take full advantage of their platforms’ capabilities while reducing manual rekeying, increasing data transparency, and eliminating order placement errors. TradeCentric also has expertly crafted solutions such as PO automation, invoice automation, →



PO acknowledgement and advance shipping notice.

TradeCentric can also generate electronic quotes for any special order, non-catalog, or RFQ items submitted to suppliers with eQuotes. Buyers access quotes in an intuitive interface and then transfer the quote data to their eProcurement platform to continue the procurement process. eQuotes streamlines the suppliers' quoting process, improves the buyer experience and reduces the number of offline orders.

A proven leader in implementations, integrations, enhancements, and production support for many Coupa customers, [DataMap](#) has gained unique insights into extending Coupa's platform and increasing productivity by further simplifying and streamlining the user experience. DataMap has adapted the Coupa methodology by leveraging experience from over 50 implementations and continues to invest in the development of custom solutions, such as pre-built accelerators with [Boomi by DataMap](#). The team at DataMap has delivered over 100 successful P2P, Sourcing, SIM, CLM, Coupa Pay, Expense Management, Supplier Enablement, and Inventory

Management projects with a 100% customer success rate.

With DataMap's [PO SmartView](#) app, customers view a summary of their open items and can take immediate action, all for free. For U.S. based customers facing compliance challenges, DataMap's Healthcare Provider [NPI Search app](#) can alleviate compliance requirements relating to the Sunshine Act.

**“When we go to sell new customers, it’s just an incredible comfort to be able to say, ‘Let’s be real, the only constant is change, but we’re going to be evolving rapidly alongside you.’”**

**Nigel Pegg**

Vice President and General Manager of the Coupa App Marketplace and CoupaLink

### **A world of constant change**

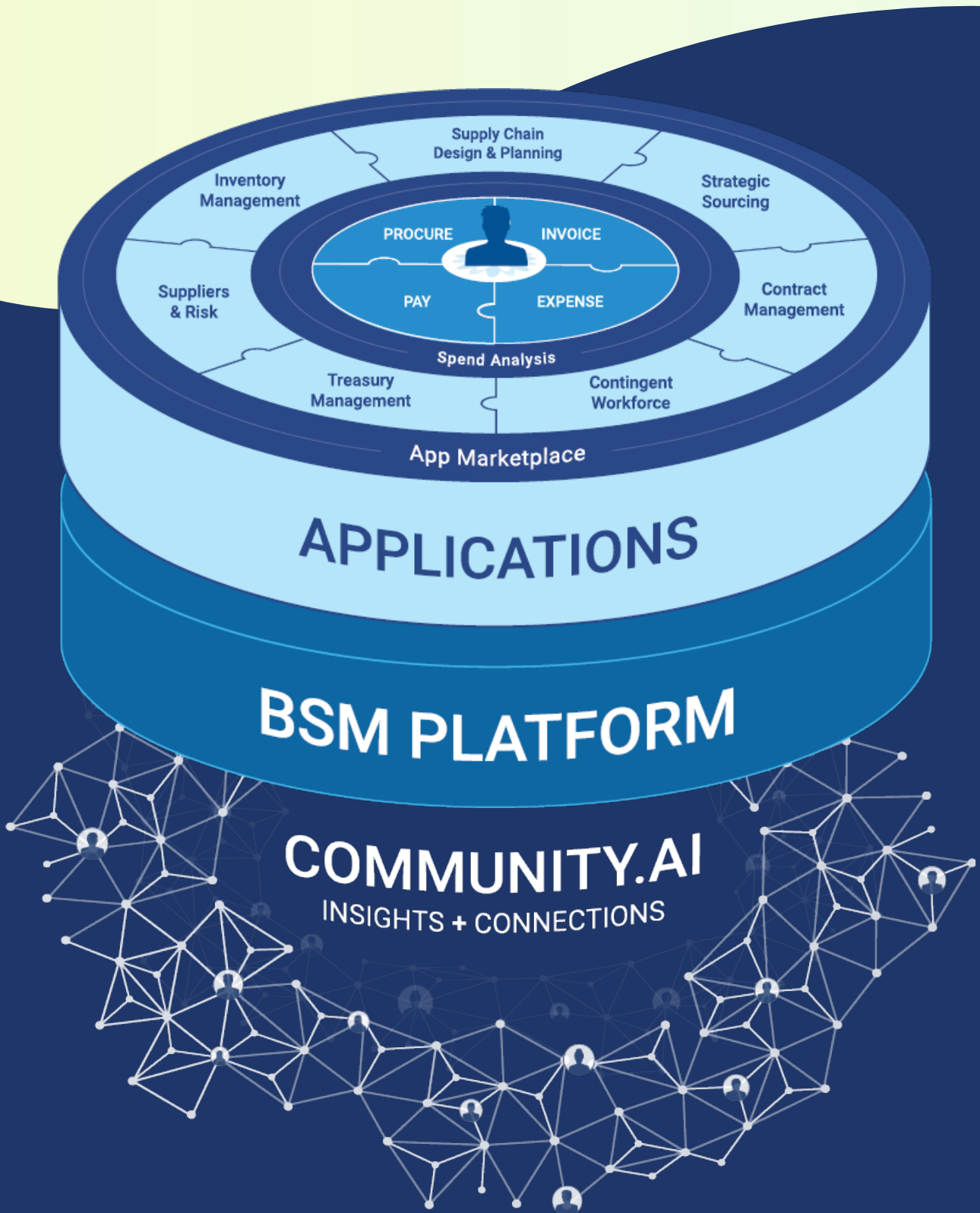
As the world continues to experience dramatic change, Coupa prides itself on aligning with its clients to meet each new challenge. “When we talk to prospective customers, it’s just an incredible comfort to be able to say, ‘Let’s be real, the only constant is change, but we’re going to be evolving rapidly, alongside



you.’ Our App Marketplace is always growing and there’s always new innovation,” Pegg declares. “Customers making a buying decision, especially when they’ve got really complicated needs, are coming back to us and saying, ‘Wow, I feel really comfortable knowing we can build on top of your platform if we need to, and knowing that we can do that at incredible velocity using the App Marketplace.’ It really does help firm up that decision-making process.”

Pegg is buoyed by Coupa’s customer feedback as they engage inside the Coupa App Marketplace. “One of the beautiful things is that much of the time the user doesn’t even have to be aware that they’re using an app from the Marketplace because it’s usually embedded directly inside our platform,” he explains. “It’s just improving their experience right where they need it. They don’t have to go to another tab or another app and look for that other data or that tax engine or whatever the case may be. It means that they’re not forced to learn a whole new process. They’re just doing it in the system that they already know. We get a lot of feedback about that; how you can add extra power to the platform without it needing to do a →





huge change management program in your organisation, or needing to learn a whole new skillset. It really democratises the depth of what the partner is doing and makes it accessible to the broader procurement community.”

Coupa is experiencing an incredible demand for its App Marketplace and is investing in (or hiring) more solution consultants to help partners with the development and certification process. And another challenge, according to Pegg, is the smoothing out of the implementation cycle. “I think we’re in quite a good spot, but it’s one of the things where we really hold ourselves to a high standard. If you look at typical enterprise software systems, the implementation process can be thousands of hours. And in some cases with Coupa, there are processes that take time. One of the challenges we really focus on is how do we drive down the time to value as dramatically as possible? How do we make sure that when you install an app, that it can be done in a couple of hours rather than a couple of months? We really hold ourselves to that.”

## **Healthy competition**

One of the most progressive elements to a marketplace model is just how much healthy competition it creates. “One of the reasons why we don’t have those apps on our price sheet and on our legal terms is because we want an open marketplace. We want there to be healthy competition between multiple parties per category. For example, we have multiple tax partners and multiple supplier risk partners, and that helps set the bar for that implementation. So, one of our principles is working with our partners, seeing how much value we can deliver, and then challenging the rest of the community to continue to leapfrog one another – driving further innovation.

“I get really excited seeing new business form on top of the work we’re all doing. There’s nothing more satisfying than seeing a partner rise to prominence and start to create substantial customer success. Enabling those businesses to thrive is something we care deeply about.” ■