

COUPA AI

Real Data. Real AI. Real Results.



Who is Coupa?



3,100+

Global Customers

>55% Customers in the Fortune 500

320+ New customers in 2024

1.5K+ Customer expansions in 2024



\$8T

global economic spend data

10M+ Buyers and suppliers

\$240B Customer savings to date

27 Leader positions in analyst reports



19 Yrs

Community-Generated AI

125+ AI features delivered to date

>3B AI Predictions per Year

150+ Patents granted or pending



\$1.1B+

Annual Revenue

>10% Bookings growth FY25

38%+ EBITDA












>40 "Rule of 40"

A Total Spend Platform That Syncs the Entire Business

ECOSYSTEM & APP MARKETPLACE



CONNECTED APPLICATIONS



Supply Chain Design & Planning

Strategic Sourcing

Contract Management

Supply Chain Collaboration

Procurement

Invoice

Expense

Pay

Suppliers & 3rd Party Risk

Treasury Management

Spend Analysis

FOUNDATIONAL COMPONENTS

Intake & Orchestration

No-Code / Low-Code Customization

Deployment Strength / Security

Platform Extensibility / API Framework

Process Automation / Mining

ESG / Sustainability

Supplier Business Network

NAVI™ AI AGENT PORTFOLIO

Document Discovery Agent

Knowledge Agent

Operational Reporting Agent

Modelling Agent*

Analytics Agent*

Request Agent*

Navit™ AI Agent Framework

Agent Orchestration Bring Your Own Agent Agent Catalog

AI MODELS & COMMUNITY-CONTRIBUTED DATA



Artificial Intelligence



Agentic AI



Generative AI



Machine Learning

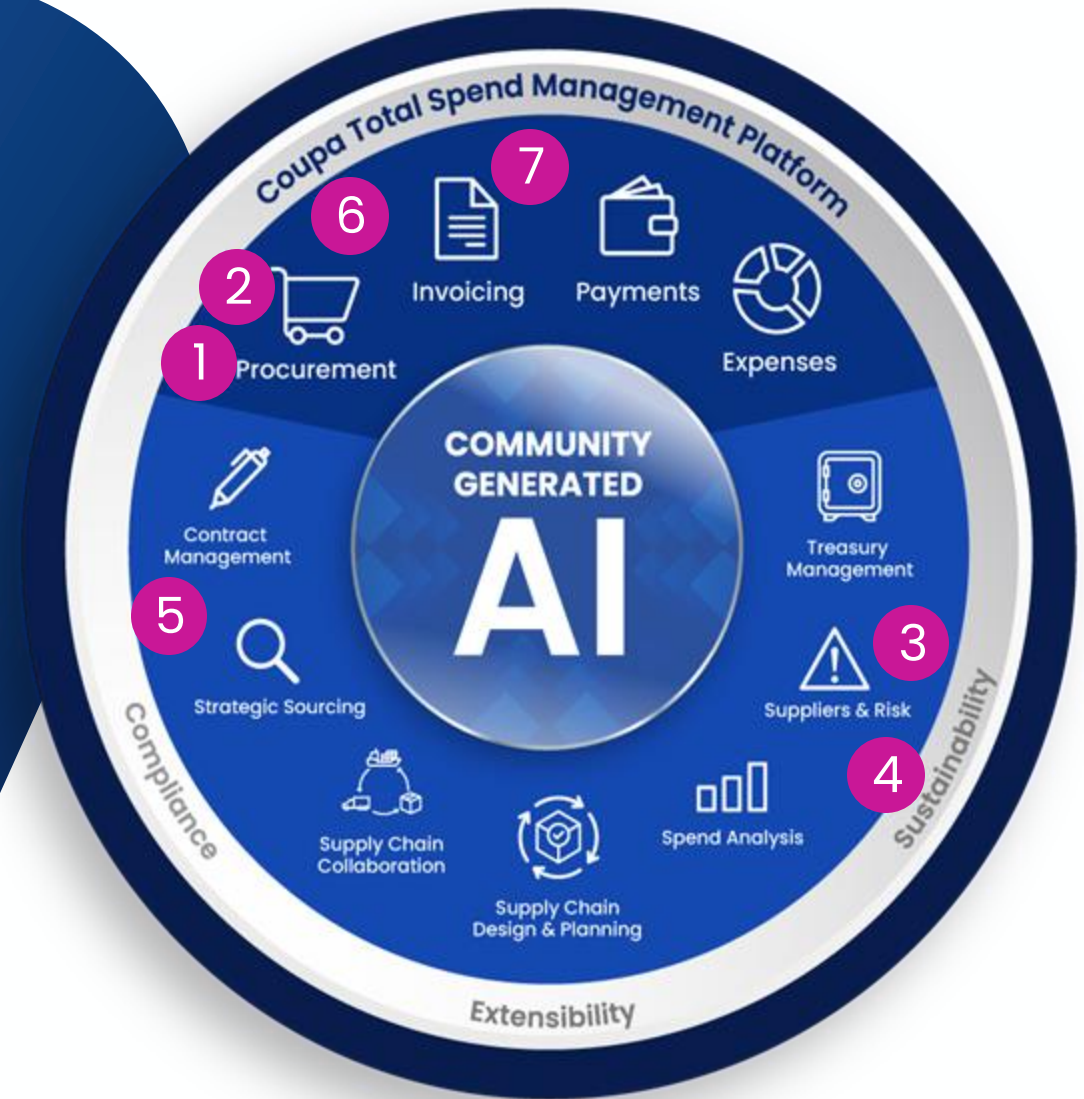


Deep Learning

*Limited Availability

Sourcing Synergies

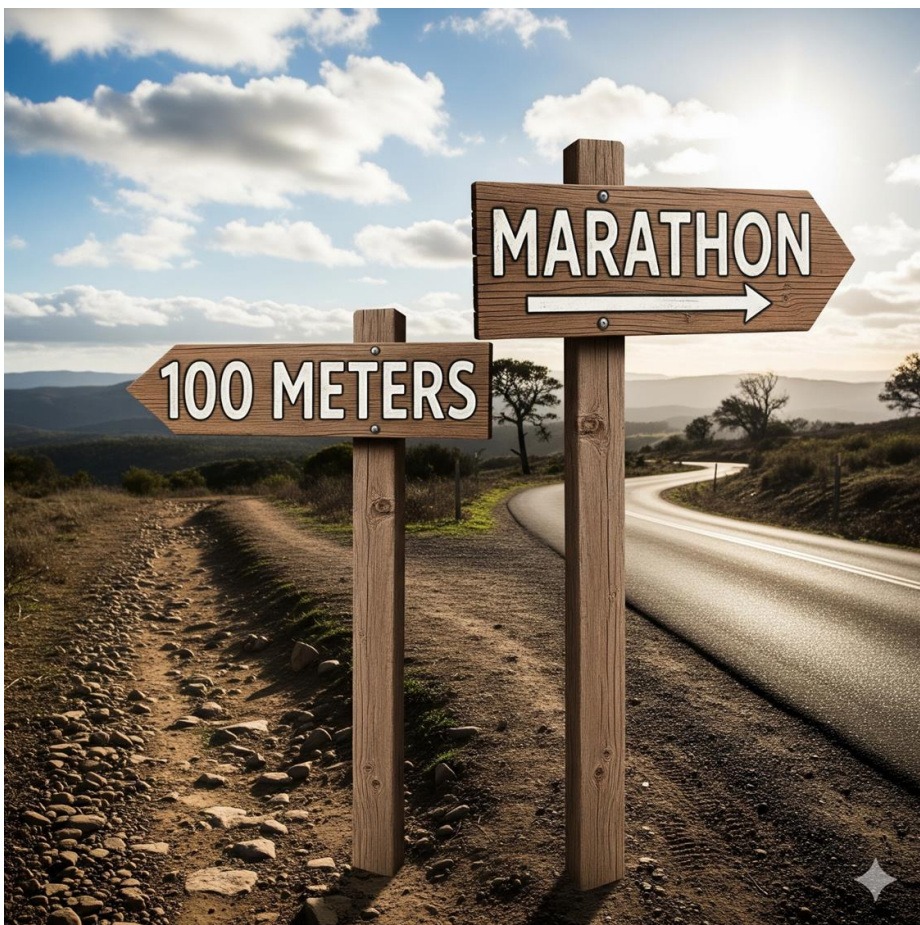
- 1 Get **sourcing opportunity notifications** based on purchasing spend, contracts nearing expiration, etc.
- 2 Launch **sourcing event** from **requisition**
- 3 Initiate **risk assessment** from **sourcing event**
- 4 Include **Risk and ESG scores** in **sourcing award scenarios**
- 5 Upon **sourcing award**, **create contracts** with all terms
- 6 **Update or launch new requisition** with sourcing award details
- 7 **Validate savings** from sourcing in invoices



Coupa AI is Already Transforming Design-to-Pay



Remember!



ROB TURNER'S DOS AND DON'TS

- **Do** start with a clear mandate – Know what success looks like before you begin.
- **Do** anchor every decision to value – Whether digital or operational, stay outcome-focused.
- **Do** adopt best practice “out of the box” – Avoid legacy customisation and tech debt.
- **Do** invest in your team’s capability early – Confidence drives adoption.
- **Do** embed risk and compliance into workflows – Make the right thing the easiest thing.
- **Do** co-own savings with Finance – Trust and transparency matter more than claims.
- **Do** communicate constantly and credibly – Change fails when people don’t understand the ‘why’.
- **Do** sequence major programmes intentionally – Resource and decision interlocks must be managed.
- **Do** choose partners that scale with you – Ecosystem thinking is critical for longevity.
- **Do** treat digital transformation as a cultural shift – Technology is only part of the equation.
- **Don't** overcustomise systems – It delays progress and embeds the past.
- **Don't** let perfection delay momentum – Fast execution with strong governance wins.
- **Don't** centralise every decision – Empower teams with frameworks, not bottlenecks.
- **Don't** assume compliance will follow implementation – Build it in from day one.
- **Don't** talk about procurement in procurement language – Speak the language of the business.
- **Don't** go it alone – Partner wisely, both internally and externally.
- **Don't** lose sight of people in the process – Culture, capability and clarity drive success.
- **Don't** chase technology for its own sake – Focus on what problem it solves.
- **Don't** forget the optics – Credibility is earned through consistent delivery and visibility.



PwC's journey with Coupa



Presentation by **Dominique Bracher**
September 2025

Agenda

Introduction to PwC Belgium

Business Case

Implementation journey

Current situation

Future plans



Introduction to PwC Belgium

Key figures

- **About PwC Belgium**
 - PwC Belgium is one of the Big 4 leading professional services firms specializing in audit, tax, legal and consulting.
- **Key Services**
 - Audit and Assurance: Delivering insights and transparency to stakeholders.
 - Tax Services: Expert advice on tax strategy and compliance.
 - Consulting: Offering strategic guidance across various industries.
- **Key numbers**
 - Belgium: Revenue 427 million
 - 2500 employees in Belgium (370.000 worldwide)
 - Offices: Liège, Hasselt, Brussels, Antwerp and Ghent
 - Ecovadis Gold medal

Trusted advisor in audit, tax, legal & consulting in Belgium





Business case

Kick off situation (pre Feb 22)

- Number of suppliers: **+4000**
- Average amount of new suppliers created/month: **45**
- Limited visibility into spend & suppliers: **22% PO compliance**
- Manual approvals via mail and phone -> inefficiency & compliance risk
- Lack of reporting on sustainability & transparency in sourcing
- Fragmented procurement process across offices



Implementation journey

3

Change process (Feb 22 –Oct 22)

- Design Workshops
 - Who? Dynatos - PwC – Coupa
 - **PwC**: Stakeholders from proc/IT/Fin, change manager, PM and analyst
 - **Dynatos**: Product experts in finance and procurement
 - **Coupa**: Product experts
 - Topic?
 - CLM
 - Analytics
 - Supplier enablement
 - Finance & Procurement
 - Service Maestro
 - Sourcing
- Training sessions: train the trainer
- Go live October 2022



Phased approach to No Po – No Pay

Phase 1 : Third Party Suppliers – October 2022

- **Phase 2** : L&D - July 2023
- **Phase 3**: Freelancers (incl Service Maestro) - July 24
- **Phase 4**: No PO no Pay - November 2024



What is METAVERSE?

Write your answer below with a marker

parallel world
VR games
and life

Ready Player 1
CONNECTED VR/AR WORLDS

The Sims 4

CRYPTO x NFT

METaverse



CRYPTO



SMART CONTRACT

BLOCKCHAIN

NON-FUNGIBLE



Current situation

4



Situation End of FY 25

↑ 300%

**PO backed spend =
92%**

↓ 78%

**Creation of 10
approved suppliers per
month (vs 45 non
approved)**

**1000 active suppliers
(vs +4500)**

↓ 100%

**No more maverick
spend**

↑ 60%

**Gained 30 Ecovadis
points due
to advanced
reporting
possibilities**



Future plans

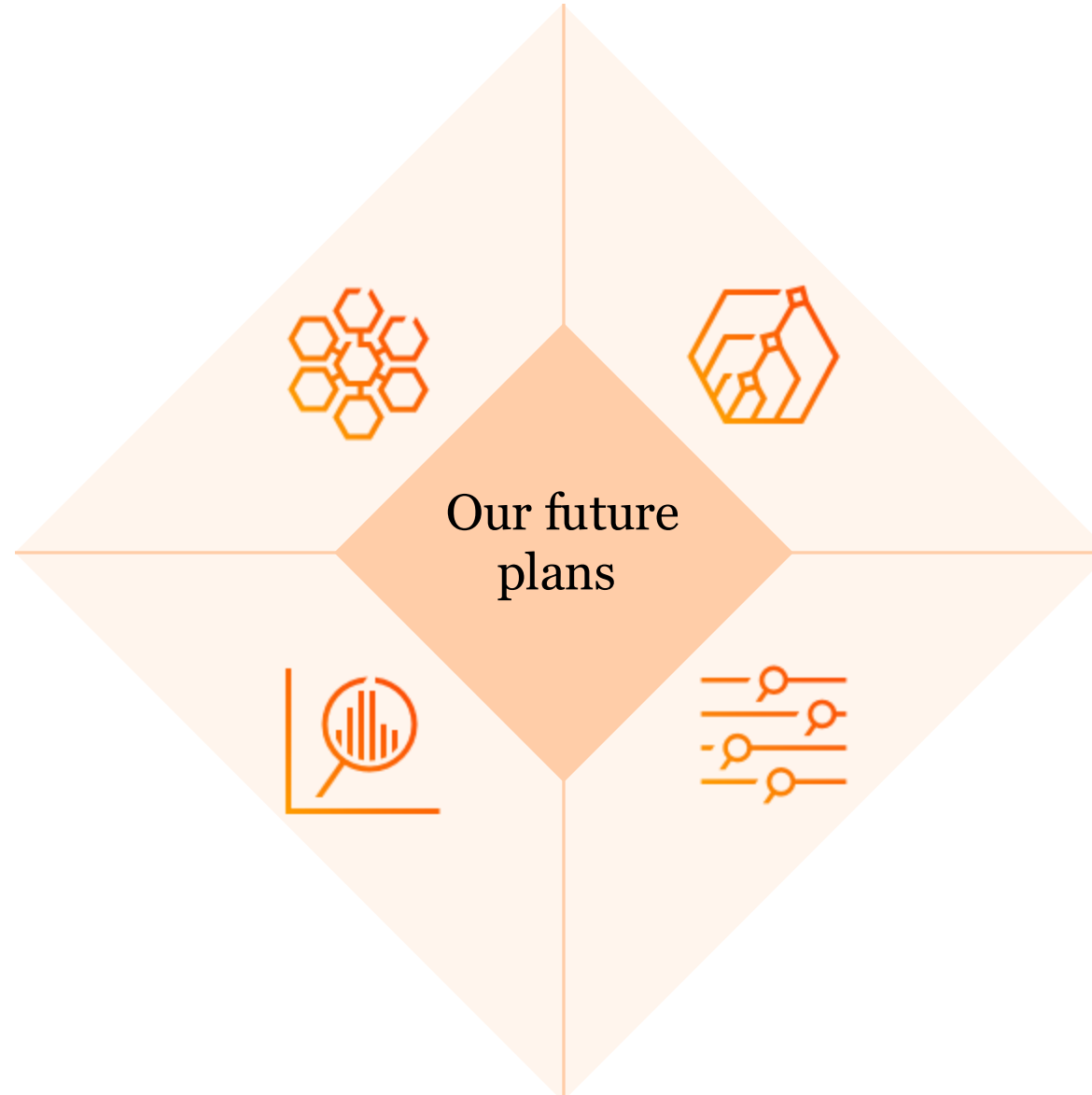
Future outlook

Further automation

Continuous analysis of our processes and reporting and user experience improvement possibilities

Data and analytics

Focus on strategic insights for management across all departments



Spend under management

Phase 5: onboard the next group of suppliers: ITC and IC

Further integration for optimal E2E reporting

Peppol – Jan 2026

S4 - 2027



Transformation is a journey
without a final destination.
Embrace its continuous path,
fueled by innovation, guided by
data, and driven by the relentless
pursuit of excellence

Chat PwC

Thank you