



Manufacturing

**Melting away inefficiencies:**

# Speira drives innovation in the aluminum industry

Speira is a global industrial manufacturer specializing in aluminum processing, focusing on recycling and flat-rolled products. In January 2024, Speira decided to modernize and standardize its indirect procurement processes. They chose Coupa for its user-friendly interface, configurability, and strong support from Dynatos. Speira's Senior Manager of Strategic Projects, Thomas Röwekamp, shares how this solution helps them achieve consistent sourcing, better contract management, and a more streamlined purchase-to-order (P2O) flow.

Low process standardization and differing ERP workflows left Speira without a central contract management feature. Inefficiencies and duplicated efforts emerged, contributing to a frustrating user experience, especially for people not using the tools frequently. Seeking structured sourcing and better spend management, Speira partnered with Dynatos to find a solution to address these pain points head-on.

## An innovative solution with Coupa

After scanning the market for viable options, Speira selected Coupa for its cost-effectiveness, ease of implementation, flexible configuration, and intuitive interface. Coupa's sourcing, contracting, and P2O modules aligned perfectly with Speira's goal of creating a user-friendly, standardized procurement platform. This step laid the groundwork for eliminating scattered contract processes and improving visibility into spend.

## Step-by-step implementation

Speira formed specialized teams focused on process mapping, IT integration, master data, and change management. Collaborating closely with Dynatos experts ensured those processes were fully documented before the technical build began. While it took time to refine every workflow detail, that preparation smoothed the rollout. Coupa's specialists guided Speira's administrators and end-users, ensuring they felt confident using the platform.

## The payoff: faster and smarter

With Coupa in place, Speira has boosted spend under contract and catalog usage. Approval cycle time dropped from more than five days to less than one day for Coupa orders, and the auto-match rate in the Accounting Center increased by approximately twelve percent. Measured after go live, these gains



image: © Speira GmbH



# Process design was challenging. Dynatos stepped in with targeted workshops, refining our approach for a smooth system implementation.

Thomas Röwekamp,  
Senior Manager Strategic Projects at Speira

position Coupa as a key enabler for Speira's cost improvement program "NEXT". Savings are assessed at program level, and the current KPIs confirm a clear operational impact. Procurement now spends less time on transactional work and more time on activities that add value.

## What's next on the horizon?

Speira continues the platform rollout across multiple plants. Plans include Coupa's potential for maintenance order handling and support for inventory or MRP-based requisitions. "In a comparable setup, I can definitely recommend Coupa," says Thomas Röwekamp, reflecting on the

results so far. Speira intends to explore additional features once the current implementation is complete.

## Real impact, real results

By carefully mapping processes and collaborating with Dynatos, Speira built a solid foundation for optimized indirect procurement. Improved transparency in spend, quicker approvals, and better supplier alignment demonstrate Coupa's tangible benefits. This transformation accelerates Speira's "NEXT" initiative—showcasing how modern technology can deliver measurable results and have a noticeable impact on the bottom line.

## Results for Speira

- ✓ Structured and consistent sourcing and contracting
- ✓ Approval in less than one day for Coupa orders
- ✓ Approximately twelve percent higher first-pass match rate in accounting
- ✓ Modern SaaS experience that end users recognize and adopt
- ✓ Strong partnership for design, rollout and enablement

## Let Dynatos power your progress

Speira's story highlights how a modern tool paired with expert guidance can transform and streamline procurement. If you're ready to see similar gains in efficiency and user satisfaction, contact Dynatos today.

What can we do for you?

Dynatos | Measurable results. Noticeable impact.

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