Featured Presenters

Nicole Dietz
Global Controller

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VP, Procurement

Jeff Stangle
Product Marketing Director

About Presenter's Organization

Coupa couples the industry's leading direct and indirect spend source-to-pay platform with real-time Coupa community-generated AI derived from the world's largest supply and demand data reservoir comprising $6T of transactional spend analytics built over 15 years through 10M+ suppliers and buyers.

Agenda

1. Introductions
2. Where to get started
3. Aligning teams
4. Collaboratively applying AI
5. Expanded visibility and collaboration
6. What's next?
7. Q&A

Ice Breaker

What is your organization's current level of AI adoption in P2P processes?

- a) Not using AI at all
- b) Piloting AI in select areas
- c) Moderate AI implementation
- d) It's likely embedded in products we use

Poll Response Placeholder

About **snyk**

- AI-development company

- No. 27 in Cloud 100 Benchmark Report

- Relied upon by top companies for cybersecurity

- Common goal of building and innovating

In the DNA of the company is **to use AI**

BEST AI TOOLS FOR EACH OCCUPATION

Finance

Anaplan
Anaplan enhances financial planning, analysis, and decision-making for businesses.

Rafa AI
Rafa.ai enhances finance jobs by providing data-driven investment insights and analysis.

Alphasense
AlphaSense uses AI to provide market intelligence and financial research for finance professionals.

Textio
Textio improves HR by enhancing feedback quality and promoting inclusivity.

Hire vue
HireVue streamlines hiring with AI-powered video interviews and automated assessments.

Pymetrics
Pymetrics enhances HR by using gamified assessments and AI-driven insights.

Eightfold AI
Eightfold AI uses deep learning to help companies find, recruit, and retain top talent.

Sales

Chorus.ai
Chorus analyses customer interactions to enhance sales performance and visibility.

Limeline
Automates outreach, personalises communication, and enhances sales performance.

Bland AI
Bland.ai automates calls, enhances engagement, and improves sales efficiency.

Gong.io
Gong.io uses AI to analyse sales conversations, providing insights to improve performance and close deals.

Content Writing

Grammarly
Grammarly improves writing quality, clarity, and consistency for content creators.

Copy.ai
Copy.ai automates content creation, enhancing efficiency and writing quality.

Quillbot
QuillBot's paraphrasing, summarising, and grammar tools improve writing for content creators.

Jasper
Jasper uses AI to generate high-quality content for various formats and industries.

Software Engineering

Tabnine
Tabnine accelerates coding with AI-powered suggestions, completions, and explanations.

Snyk
Snyk enhances software engineering by automating security vulnerability detection and fixes.

Github copilot
GitHub Copilot enhances coding productivity with AI-powered suggestions and assistance.

Kite
Kite provides AI-powered code completions to help developers code faster and with fewer errors.

Graphic Design

Fotor
Fotor enhances graphic design with AI-powered editing, retouching, and batch processing.

Canva
Canva simplifies graphic design with templates, collaboration tools, and intuitive editing.

Midjourney
Midjourney generates AI-powered images, inspiring and assisting graphic designers' creativity.

Adobe Sensei
Adobe Sensei uses AI to enhance creative workflows across Adobe's suite of design tools.

Video Editing

HeyGen
HeyGen creates AI-powered videos with avatars, voices, and customizable templates.

InVideo
Invideo generates videos using AI scripts, stock media, and voiceovers.

PixVerse
Pixverse enhances video editing with AI-generated scenes, transitions, and effects.

Runway
Runway offers AI-powered video editing tools for content creation and visual effects.

Data Analyst

Julious
Julius AI assists data analysts by providing tools for visualisation, predictive modelling, and automated analysis.

DataMotto
DataMotto empowers data analysts with specialised AI tools for data cleaning, organisation, and analysis.

DataRobot
DataRobot enhances data analysts' efficiency by providing a unified platform for predictive and generative AI.

Tableau
Tableau offers AI-powered data visualisation and analytics tools for data analysts.

Cyber Security

Darktrace
Darktrace aids data analysts by providing AI-driven insights for proactive cybersecurity and threat detection.

Splunk
Splunk empowers data analysts by providing AI-driven insights for threat detection, observability, and operational efficiency.

CrowdStrike
CrowdStrike uses AI and machine learning to provide advanced endpoint protection and threat intelligence.

Where to get started

Challenges to solve using AI & automation

Challenges for finance teams

Lack of Visibility

Insight into P2P process

- Full view of the P2P
- Across teams
- With analytics
- Where can we gain insight?

Disparate systems

Break down silos

- Between teams
- Integration of technologies (Such as Netsuite)
- Housing within the same tool

Scalability

Users & company growth

- Manual processes
- Adoption from users (non procurement or finance)
- Manual fixes by biz apps teams
- Parallel technology to high growth company

Aligning teams

Which teams to involve and why

Finance leaders are AI hungry, but hesitant...

- Of 500 CFOs and Finance leaders surveyed:

  - 39% say their biggest obstacle will be keeping up with AI

  - 45% plan to invest in AI to drive growth

  - 89% have concerns about their company's ability to implement its AI strategy

  - 100% currently using AI to cut costs and increase productivity

  - 100% believe generative AI can provide value to their organization

[The Strategic CFO: Rebuilding Confidence & Unlocking the Potential of AI (coupa.com)](coupa.com)

Aligning team goals on digitization and the use of AI

Procurement

Consolidate procurement data, enhancing visibility and automating routine tasks to improve decision-making and supplier management.

Supply Chain

Integrate data across the supply chain, providing real-time visibility and predictive analytics for better demand forecasting and inventory optimization.

Finance

Automate data collection and analysis, streamlining financial processes and enhancing accuracy for budgeting and forecasting.
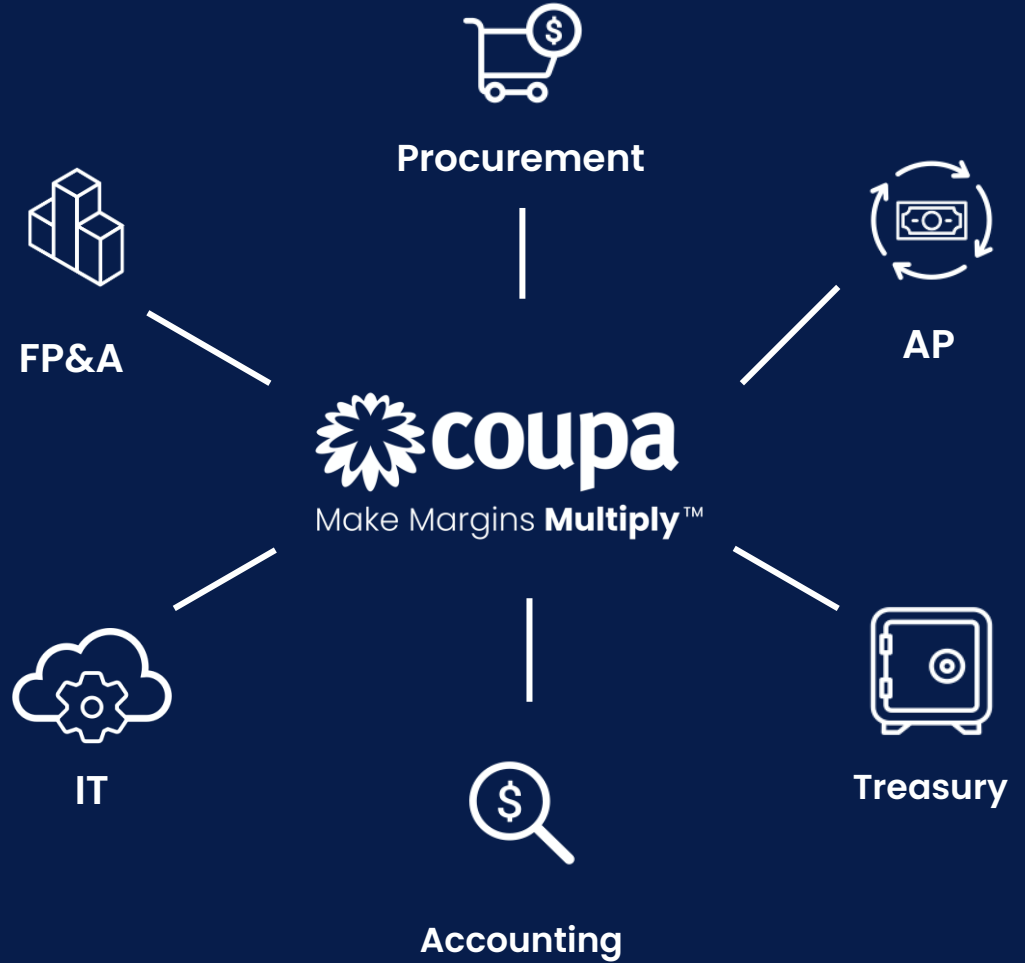
IT

Flexible integration options and cloud-based solutions, enabling efficient implementation while ensuring scalability and security.

snyk

"Not a procurement tool.

Not a finance tool.

It's an enterprise tool."

Procurement

FP&A

AP

coupa
Make Margins **Multiply**™

IT

Accounting

Treasury

AI transforms spend management from a reactive, manual process to a proactive strategic function

REACTIVE OPERATING MODEL → PROACTIVE OPERATING MODEL

REACTIVE OPERATING MODEL	PROACTIVE OPERATING MODEL
Functional Consumed with day-to-day workflows and, routine tasks	**Strategic** AI Automates routine tasks to reduce cost and free up teams
Reactive Decisions are based on historical data rather than real-time insights	**Proactive** AI creates real-time insights and recommendations
Inflexible Cannot adapt to market changes, regulations, or organizational growth	**Scalable** Adaptable to the growing needs of the organization efficiently with AI
Fragmented Using disparate systems for different S2P tasks	**Unified** A unified solution that integrates AI seamlessly into S2P processes

Poll

Which teams are you aligned with on spend management technology?

- Finance
- Procurement & sourcing
- Treasury
- FP&A
- IT
- All of the above

Poll Response Placeholder

Proven ways to use AI & Automation

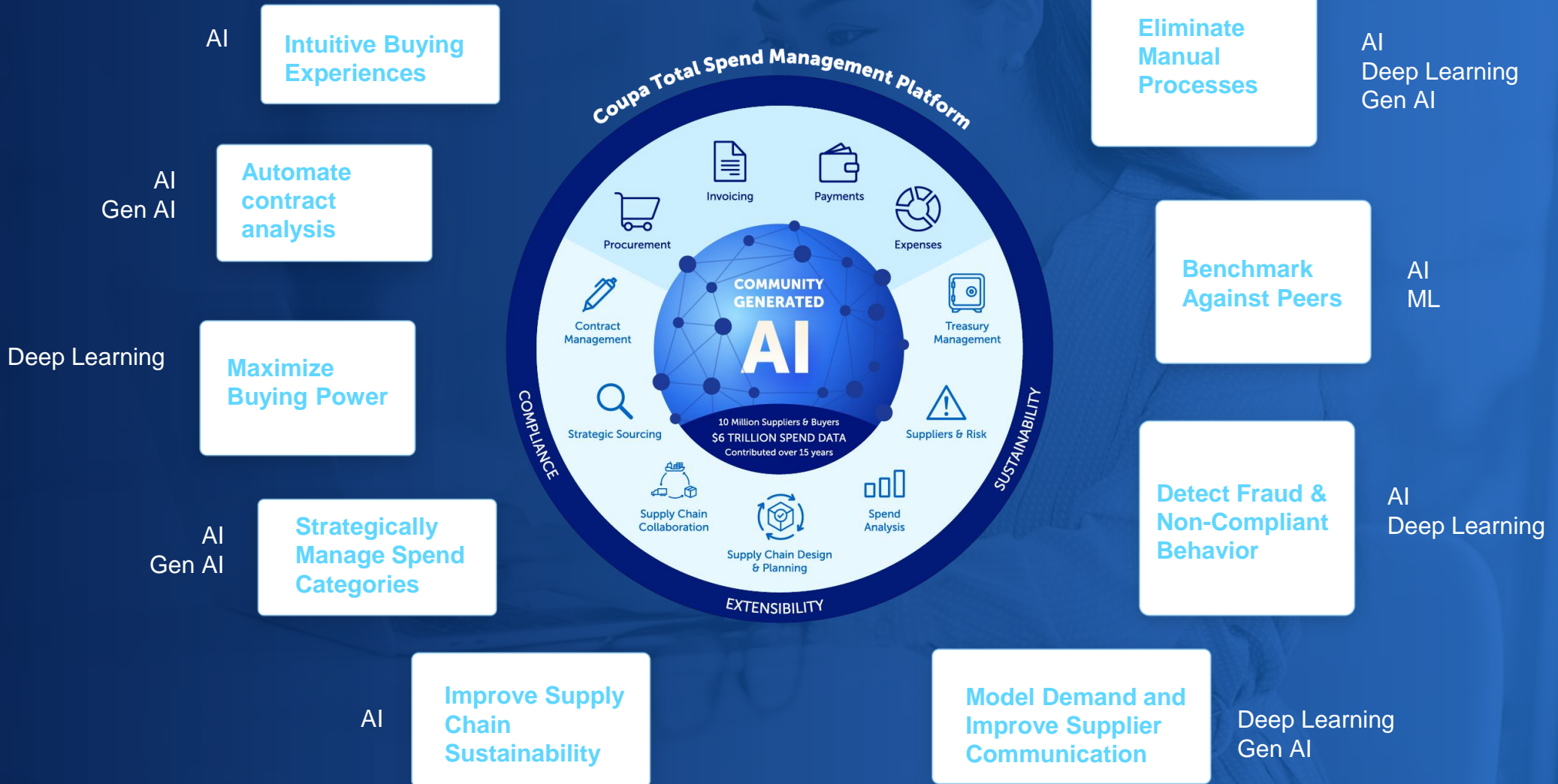Examples of real-life use cases at Synk

Coupa Delivers 100+ Purposeful AI Innovations

Created by spend optimization experts, developed with Community Generated Intelligence

AI Guidance and Navigation — **coupa navi™** — Gen AI

AI — **Intuitive Buying Experiences**

Eliminate Manual Processes — AI / Deep Learning / Gen AI

AI / Gen AI — **Automate contract analysis**

Benchmark Against Peers — AI / ML

Deep Learning — **Maximize Buying Power**

Coupa Total Spend Management Platform

COMMUNITY GENERATED **AI**

10 Million Suppliers & Buyers
$6 TRILLION SPEND DATA
Contributed over 15 years

- Invoicing
- Payments
- Expenses
- Treasury Management
- Suppliers & Risk
- Spend Analysis
- Supply Chain Design & Planning
- Supply Chain Collaboration
- Strategic Sourcing
- Contract Management
- Procurement

COMPLIANCE — SUSTAINABILITY — EXTENSIBILITY

Detect Fraud & Non-Compliant Behavior — AI / Deep Learning

AI / Gen AI — **Strategically Manage Spend Categories**

AI — **Improve Supply Chain Sustainability**

Model Demand and Improve Supplier Communication — Deep Learning / Gen AI

Poll

What do you see as the biggest potential benefit of AI in spend management (select all that apply)

- AP automation
- Procurement
- Third-Party Risk Management
- Regulatory Compliance
- Contract Management
- Direct Spend Management
- Cash and Liquidity Management
- Strategic Sourcing

Poll Response Placeholder

Collaboratively applying AI

How AI is helping Finance and Procurement

AI-powered Dashboard Generation

Coupa Spend Analysis provides a single lens for all your business spend.

Use AI-powered insights to benchmark performance and get suggestions on how to get to the next level.

SpendGuard

Coupa uses AI to analyze business transactions, identify patterns and deviations, and flag any suspicious activity before it becomes a problem. This helps detect potential fraud proactively.
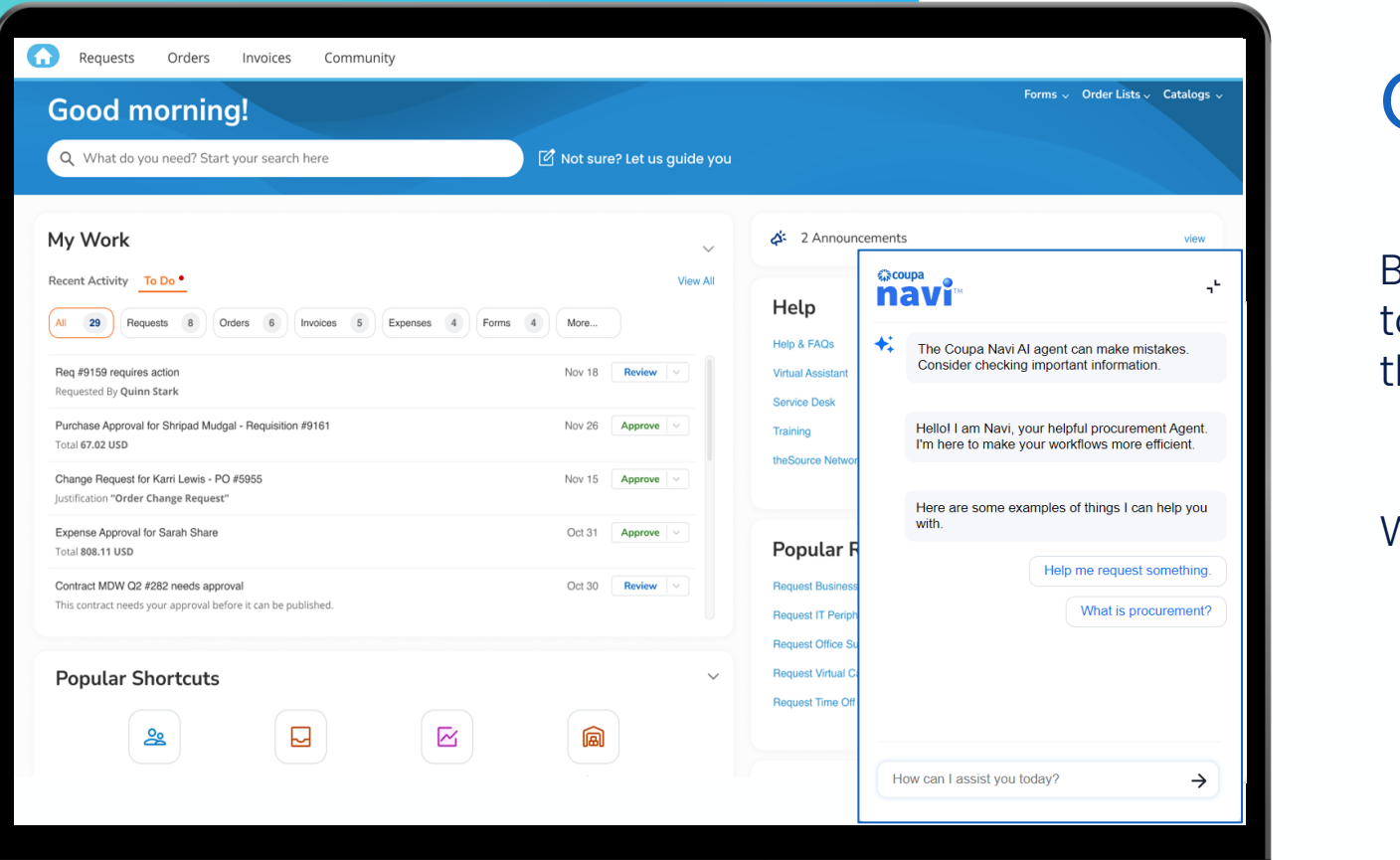
Coupa Navi™ AI Agent

Boost procurement productivity, empowering users to complete tasks faster by guiding them through the workflows they use the most

With Coupa Navi, your team can:

- Find and approve documents faster
- Accelerate request submissions
- Accelerate reporting
- Get instant answers to S2P questions

Expanded visibility and collaboration

How AI is helping Finance and Procurement

Beyond Cost:
Spend insights drive durable growth

How AI is helping Finance and Procurement

The best data creates the best AI.

Coupa community-generated AI derived from a data reservoir comprising $6T of transactional spend analytics built over 15 years through 10M+ suppliers and buyers

How $6T of spend data adds substance to AI

- Vast rich data spanning all aspects of spend management, uncovers insights a narrow-focused solution would miss

- AI models that learn complexities unique to spend, providing more relevant predictions

- Collective Intelligence provides real-world training to for the highest performing AI models

Learn More | AI substance vs. hype Buyers Guide

Companies investing in AI: Expand margins, drive durable growth

47%

Run at lower cost

50%
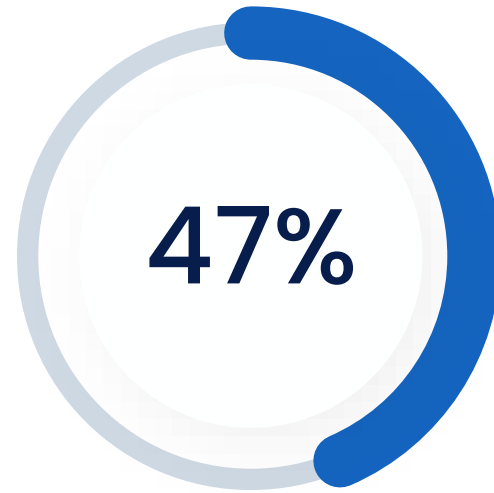
Less time on transactional activity

The Hackett Group: Insights From Top Performers How to Level Up With Gen AI

coupa

Poll

How soon do you expect your organization to implement or expand AI capabilities in spend management?

- Already implemented
- Within the next year
- In 1-2 years
- In 3-5 years
- No plans at this time

Poll Response Placeholder

What's next?

Financial processes to enhance with AI & automation

Thank you!

Coupa

www.coupa.com