

How to Gain Control and Visibility of Your Spend

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The Association of
Accountants and
Financial Professionals
in Business



Featured Presenters



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Agenda

- A checklist for gaining visibility and control of your company spend
- Risks and shortcomings of siloed spend systems and practices
- Imperative Care's story
- Automation and innovation for profitability and growth examples

Poll #1

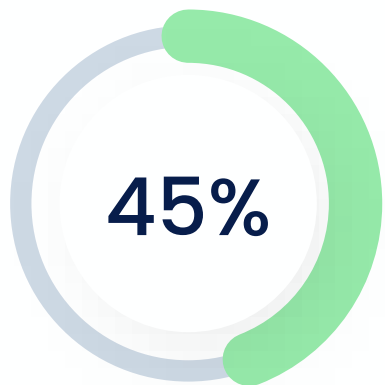
What percentage of your company's spend do you estimate you have visibility of?

- 0-25%
- 25-50%
- 50-75%
- 75-100%
- I have no idea

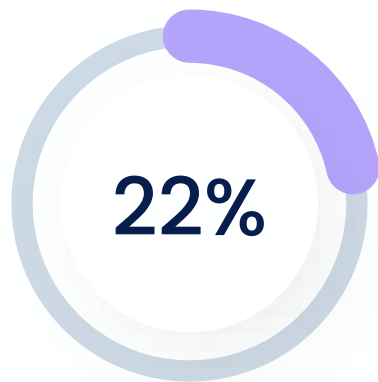
Checklist for gaining visibility and control of your company spend



Nearly half of finance leaders lack full visibility into spend data



have to log into multiple systems to access their company's data



say it takes multiple days to access data from those different systems



say their data is often outdated



say their processes are still manual or hands-on



5.9%

High-performing companies save of their addressable spend.

95.8%

Invoices paid digitally

96.1%

Pre-approved spend

*Citation: The 2024 Total Spend
Management Benchmark Report*



Evaluating where you are now



Do you have full visibility into spend across your company?



Does your P2P process use automation and/or AI to maximize efficiency and productivity for both requesters and approvers?



Are you able to quickly access data to generate the reports and data needed to make decisions in real time?



Can you confidently make informed and accurate forecasts?

Risks and shortcomings of siloed spend systems and practices

Poll #2

Which of these do you think companies struggle with most?

- Rogue spending
- Tracking & visibility into budgets
- Unknown risk exposures
- Error prone processes needing excessive follow-up

Risks and shortcomings



Rogue Spend

- Cash flow management
- Reign in spend



Tracking & visibility into budgets

- Manage margins
- Business spend
- Forecasts
- Financial predictability
- Unreliable or inaccessible data



Unknown risk exposures

- Liquidity
- Supplier
- Compliance



Error prone, excessive follow-up

- A lot of reconciliation
- Multiple systems
- Data silos
- Employee productivity
- Not agile

Imperative Care's Story

Innovative solutions for patients with stroke and other vascular diseases, addressing the entire patient journey from detection to recovery



 ImperativeCare™

Setting the strategy



Rapidly growing, scaling quickly

- Private company, pre-IPO
- Became second-largest player in the stroke treatment market in just four years
- Needed a procurement and payment system that could be flexible and scalable with the business
- Be proactive & preventive, opposed to a reactive implementation, to avoid potential issues and ensure compliance



Processes were manual, teams had high volumes and adapting to fast growth



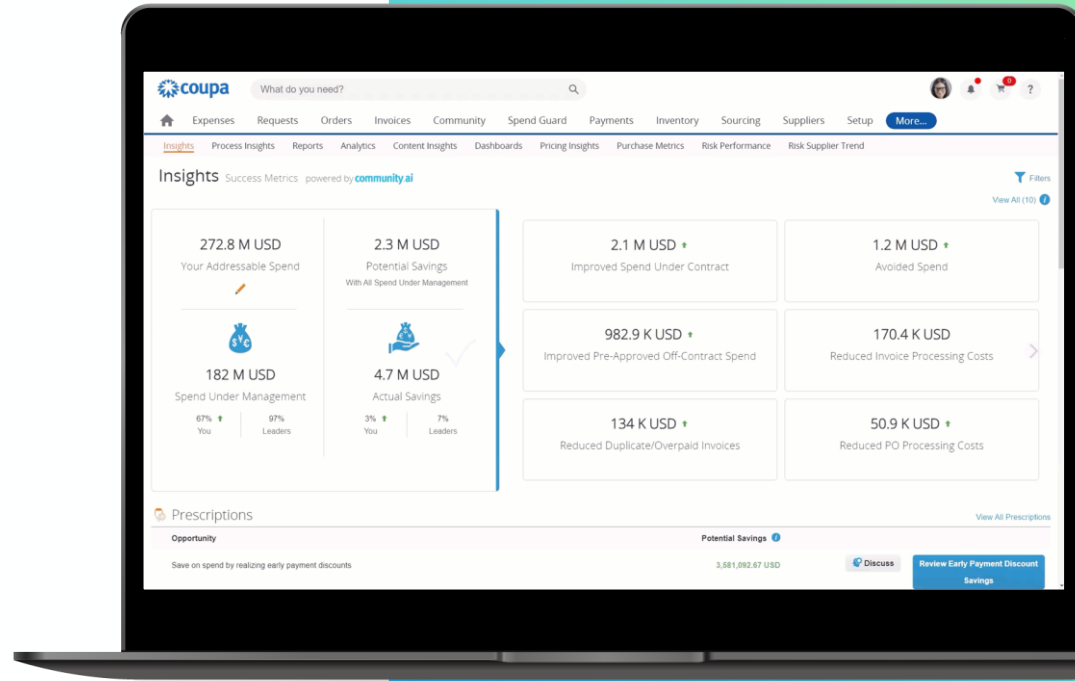
Lack of visibility and control over spend and compliance



Had to find an easy-to-use, adaptable, and scalable solution

Visibility and insights

- Able to measure how efficient Imperative Care was compared to best-in-class using AI
- Can answer the question, "How do you measure finance?"
- Payment approvals are now faster and more efficient
- Become a profit center via early payment discounts
- Not dreading going international anymore – Procure-to-Pay (P2P) not an issue.



Learnings from the process

- Start early with your IT, regulatory and quality teams to figure out their exact requirements
 - What is reasonable and realistic, and their appetite for change?
- In the case of indirect spend, it's better to do something than nothing.
 - Don't hesitate or put the project on hold because there are quality challenges
- Understand your cost accounting.
- Work with a system you can design and maintain.
- Preventive controls > detective controls
 - Example = Contracts
- In change management - communicate, communicate, communicate
 - Understand the players, your systems, the challenges.

Results and benefits

- Experienced right away
- Doing more with less
- The biggest critics are now the biggest fans and adopters of the Coupa system.
- Still improving and scaling, finding new ways to leverage the system (Services Maestro)



Much more efficient, cut down the administrative time spent and productivity has increased.



Transparency into spend, processes, and approvals. Metrics are self-service, available for individuals and teams.



High adoption among users. P2P process is scalable for a bigger, international company.

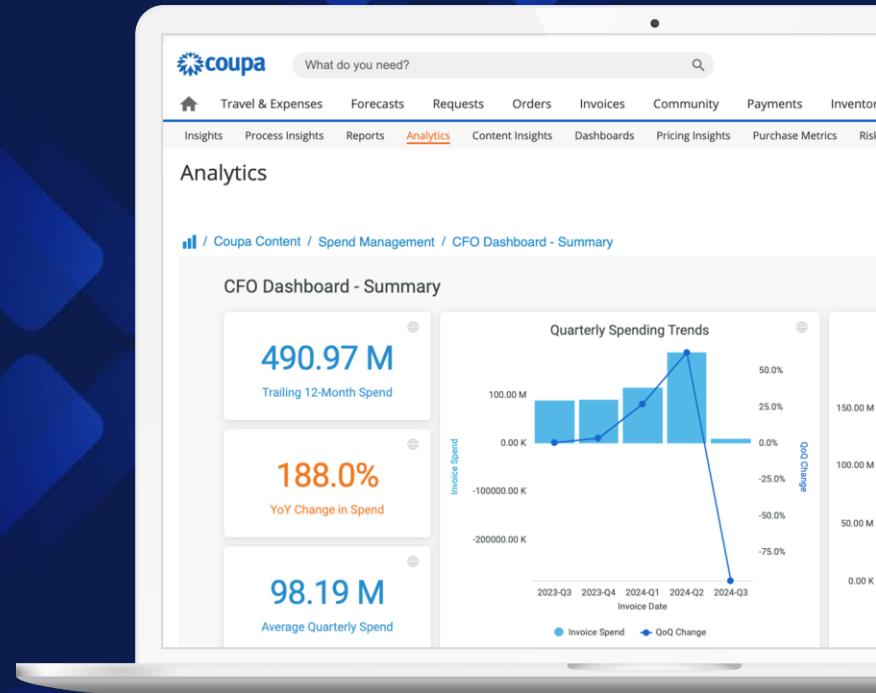
Poll #3

How far along are you in your procure-to-pay journey?

- **Stage 1:** Ordering and invoice processing, basic sourcing practices
- **Stage 2:** Spend analytics, contract management
- **Stage 3:** Supplier & 3rd party risk management, Category strategy development
- **Stage 4:** Category & demand management



Automation and innovation for profitability and growth



Why to invest in innovation

- Real-time visibility & control allows you to *make “surgical” rather than blunt cuts*
- Small teams increase efficiency by *eliminating manual processes* to free up AP & procurement
- Manage cash flow to *reduce risk*
- Improved forecasting and budgeting accuracy, *avoid “surprise” case needs*
- Ensure compliance & reduce time spent on compliance processes such as SOX, privacy and security
- Reduce supplier & 3rd party risk by proactively identifying and mitigating InfoSec, compliance, fraud, ethical sourcing
- Maximize **and** better allocate capital
- Leverage AI-driven insights to identify cost-saving opportunities



Poll #4

Who is overseeing the P2P process at your organization?

- **Procurement**
- **Accounting**
- **Finance**
- **All of the above**
- **Not listed here!**

Coupa by the Numbers



3,900

Global
Customers



3,000+

Professionals



\$1B

Annual
Revenues



10M+

Suppliers and
Buyers



15 Years

Permission-Based
Spend Data
Management



\$6T

AI-Informed
Spend Insights



3B

AI-Informed
Predictions Annually



\$38B

One-Year Bottom-Line
Business Impact



150

Patents Granted or
Pending



27

Leader in
Analyst Reports
Waves & MQs





Consumer
Goods



Retail
Services



Automotive



Semiconductor
Technologies



Household
Goods



Healthcare
Services



Pharmaceuticals



Specialty
Retail



Medical Devices



Shipping &
Logistics



Food & Grocery



Insurance
Services

50%
of Coupa Customers
are small to mid-sized
(revenue below \$1B)

High Value Companies IPO on Coupa



FARFETCH

CARVANA

solarwinds

Robinhood



Atlassian

Uber

APPTIO

UiPath



slack

Five9

affirm

DOORDASH

zuora

CLEAR

twilio

one medical

FORMA
THERAPEUTICS

CROWDSTRIKE

zscaler

fastly

REVOLUTION
MEDICINES

SurveyMonkey



okta

ON24

PROCORE

mongoDB



bridgebio

PELOTON

Opendoor

ForeScout

INTERMEDIA
The Business Cloud™

saba

WARBY PARKER
eyewear

box

CLOUDFLARE

zoominfo

zymergen

wish

smartsheet

DiDi

QuantumScape

pagerduty

-chargepoint+

SQUARESPACE

HARPOON
Therapeutics

Contents of today's session:

The Controller's Guide to Spend Management

Traditional spend management systems leave controllers struggling with outdated data, siloed processes, and compliance risks.

Discover how unified, AI-driven insights empowers controllers to make confident decisions, manage cash flow effectively, and drive measurable results.



Questions and Answers



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Thank you!

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