ZYLO + coupa

Coupa Drives Spend Optimization, Governance and Employee Effectiveness with SaaS Management

Meet the SaaS Superheroes who manage
SaaS to fuel Coupa's rapid growth

CHALLENGE 1

Get Complete SaaS Visibility and Ensure Governance

Zylo's Discovery Engine helped identify SaaS applications that IT was unaware of, shining a light on what lurks in Shadow IT. They found that there were several instances of redundant applications, tools that served the same function. Coupa found that they had multiple project management tools. Asana was a project management tool brought in by marketing and living in Shadow IT.

Armed with this data, IT was able to vet the project management applications to ensure governance and name Asana as a preferred project management tool. Collaborating across teams, Marketing got the tool they needed to do their jobs more effectively, IT ensured security protocols and Procurement negotiated enterprise pricing, lowering the per-user cost.

Company: Coupa

Industry: Software

Headquarters: San Mateo, CA

Employees: 3,000+

Goals for SaaS Management

- Get complete visibility of SaaS
- Reduce redundant applications
- Optimize SaaS usage and spend
- Ensure governance
- Empower employee effectiveness

Key Business Outcomes

- Gained complete visibility into all SaaS apps, reducing shadow IT and rationalizing redundant applications
- Reduced SaaS inventory by 33% from 600 to 400 apps
- Lowered cost per user by up to 30% via renewal negotiations
- Ensure compliance with software spending policies

Coupa reduced the number of SaaS applications from 600 to 400, even as the number of employees quadrupled.

Reduce Redundant Applications

As Coupa acquired companies and applications, the number of SaaS applications and spending grew rapidly. IT and Procurement partnered on a holistic approach of SaaS Management between Coupa and each acquired company. They used Zylo to understand what applications they had across the shared portfolios and how much each application was being used. This knowledge unleashed collaboration among IT, procurement, finance, and the M&A teams. At its peak, Coupa had more than 600 SaaS applications, including those from LlamaSoft, one of the companies they acquired. Working together, IT and Procurement were able to reduce the number of applications to 400.

Optimize SaaS Spend

The Coupa team was also able to leverage their combined buying power to lower the cost per user for SaaS applications 9-30%!

When it came time to renew their development and collaboration tool, Coupa leveraged usage data from Zylo in their negotiations. Using these insights, IT and procurement were able to partner and save 20% on their renewal. When it was time to renew again, the teams didn't think additional savings were possible. But IT and Procurement continued to partner and, using insights from Zylo, were able to shave an additional 17% at their most recent renewal.
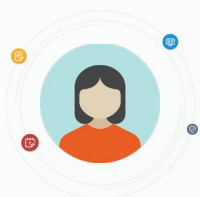
Coupa lowered the cost per user of SaaS 9-30% with the power of data from Zylo.

Governance and Efficiency

For Coupa, SaaS Management is not just about spend management, nor is it a "once and done" thing, especially with acquisitions and ongoing SaaS renewals. "Spend management is not just about reducing spend," Coupa CIO Eric Tan shared. "It's about ensuring governance and creating efficiency.

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When Coupa started SaaS Management with Zylo in 2018, they had 700 employees, 150-200 SaaS applications and wanted a system of record for SaaS, with continual discovery to keep up with their fast growth. In 2021, Coupa's SaaS portfolio has grown to 300-400 applications – down from a peak of 600 – even as they acquired companies and the number of employees quadrupled, to more than 3,000.

With Zylo, Coupa now has complete visibility of their SaaS portfolio, an always-updated SaaS system of record. This system of record powers a partnership between IT and procurement that ensures governance to minimize risk; optimize SaaS subscriptions, usage, renewals, and spend; and empowers employee effectiveness with best-in-class SaaS.

Coupa SaaS Management Outcomes

- Lowered cost per user 9-30% across SaaS applications
- Reduced the number of SaaS applications from 600 to 400, even as the number of employees quadrupled
- Ensured governance with complete, updated visibility of all SaaS applications
- Empowered collaboration among IT, Procurement, Lines of Business, and employees
- Delivered best-in-class SaaS to employees by shining a light on Shadow IT to leverage insights on which tools employees were actually using