

SupplierIQ: Better benchmarking with ProcurementIQ's new company reports

SupplierIQ is a new collection of reports covering company-specific data and analysis to help procurement professionals identify, qualify and benchmark potential suppliers. This collection will provide a closer look at the product or service scope, competitive advantage and financial positioning for every supplier listed in the ProcurementIQ database.

Collect Company Information More Efficiently

SupplierIQ features operational information for each supplier, including ownership type, revenue figures and trends, financial health scores, and the key NAICS they operate under. Having this information at your fingertips can help you save time collecting the required data to pre-qualify potential suppliers.

General Information

Registered Name	Coupa Software Inc.
Trading Names	Coupa Software, Coupa
Chief Executive	Rob Bernshteyn
Headquarters Address	1855 South Grant Street San Mateo, CA 94402 United States
Headquarters Phone	+1 650 931 3200
Website	www.coupa.com
Ticker	COUP
Description	Coupa Software Incorporated is a global technology company specializing in cloud-based business spend management solutions. The company's platform facilitates a variety of purchasing activities including procurement, employee expense and invoice management. Its software suite also offers supplemental spending functions, modules and insights to enhance communication between organizations and suppliers and improve an organization's understanding of its business spend. The company advertises its platform to organizations operating in the education, energy and utilities, financial services, healthcare, manufacturing, public sector, retail, technology and other markets.

Operations

Ownership Type	Public
Revenue	\$389.7m (2019)
Revenue Trend	Increasing
Financial Strength	Moderate
Revenue Volatility	High
Employees	1,202
Primary NAICS	51121 – Software Publishing
Secondary NAICS	-
SIC	7372 – Prepackaged Software

Identify Bundling Opportunities

Review all product or service markets the supplier operates in that are covered in our Procurement Report collection. This visibility into adjacent markets helps reduce missed opportunities for bundling and assist with consolidating your supply base. Quickly jump back into the category reports to review the price trend and market characteristics associated with that product or service.

Product & Service Markets							
Market	NAICS	Market Share	Market Share Trend	Market Share Concentration	Market Profitability	Profit Trend	Avg. Vendor Risk
Procurement Software	511210	5–10%	Increasing	High	High	Rising	Low
Expense Management Software	511210	<5%	Steady	Low	High	Rising	Low
Vendor Management Software	511210	<5%	Increasing	High	High	Stable	Low

“
You've pretty much covered everything. I'm looking forward to using these in-depth reports to assist me with my day-to-day.
 ”
 – Recent client feedback



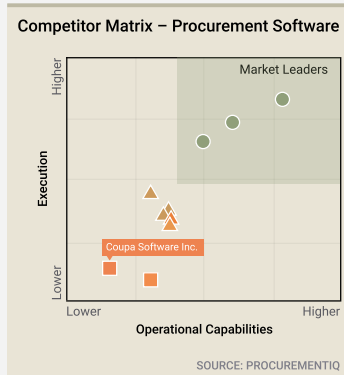
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Benchmark Prospective Suppliers Against Competitors

Evaluate a company's competitive position specific to each market they operate in, and toggle between markets easily to see how its market position differs between product lines. You can confidently use ProcurementIQ's unbiased competitor matrix to gain credibility with stakeholders, justify your go-to-market strategy or identify potential suppliers that may be better positioned to meet your current and future needs.

Competitive Position

- Market Leader
- ▲ Strong Competitor
- Market Player



Market: Procurement Software

Competitor Rank 10 of 10

Competitive Outlook ■ Market Player

Company Execution Score 0 5

Operational Capabilities Score 0 5

Competitive Position Analysis

- Coupa Software Inc. ranks last among all major players in the Procurement Software market.
- The company's closest competitors by score include: Basware Corporation, Global Health Exchange LLC, and SciQuest Inc. (dba JAGGAER).

Company Execution Score

	Market Share	Market Share Trend	Inventory Turnover	Profitability	Return on Expenses	Supply Chain Risk	Pricing Power	No. of Markets	Score
● International Business Machines Corporation	Above Average	Average	Average	Average	Above Average	Below Average	Average	Above Average	3.7
● Oracle Corporation	Above Average	Average	Average	Above Average	Above Average	Average	Below Average	Above Average	3.5
● SAP SE	Above Average	Average	Average	Above Average	Average	Average	Average	Average	3.3
▲ Infor Inc.	Below Average	Above Average	-	Above Average	-	Above Average	Below Average	Below Average	2.9
▲ Tradeshift	Below Average	Above Average	-	Above Average	-	Above Average	Above Average	Below Average	2.8
▲ JAGGAER	Below Average	Above Average	-	Average	-	Above Average	Above Average	Below Average	2.7
▲ Beeline	Below Average	Above Average	-	Average	-	Above Average	Above Average	Below Average	2.7
▲ Global healthcare Exchange LLC	Below Average	Above Average	-	Above Average	-	Average	Average	Below Average	2.6
■ Coupa Software Inc.	Below Average	Average	Average	Below Average	Below Average	Above Average	Above Average	Below Average	2.3
■ Basware Corporation	Below Average	Below Average	Average	Below Average	Below Average	Above Average	Above Average	Below Average	2.2
Market Average									3.0

Operational Capabilities Score

	Specialization	Depreciation	Employees	Quick Ratio	Geographic Footprint	Financial Health	Substitute Availability	Regulation	Score
● International Business Machines Corporation	Below Average	Average	Above Average	Average	Average	Above Average	Average	Below Average	4.0



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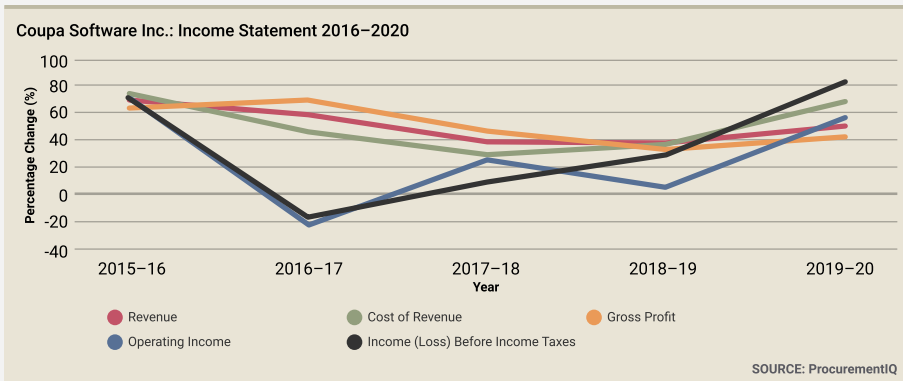
Gauge Supplier Performance Through SWOT Analysis

Highlight ready-made SWOT analyses for your strategy requirements, or use the company-specific strengths, weaknesses, opportunities and threats to enhance your Buying-Decision Scorecard and Negotiation Questions for the category.

Strengths	Weaknesses	Opportunities	Threats
<p>Coupa Software Inc. has the same level of pricing power as its competitors, which reduces its ability to raise prices and increase profitability without losing customers.</p> <p>Coupa Software Inc. faces a lower level of substitutes than its competitors for its products and services, meaning that these revenue streams are at</p>	<p>Coupa Software Inc. generates a below average profit margin, revealing that the company is less operationally efficient than the competition.</p> <p>Coupa Software Inc. has a lower return on equity than average, which reveals that the company generates less profit from investment than its competitors.</p>	<p>Coupa Software Inc. faces less supply chain risk than its competitors, which helps shield it from upstream disruptions and unexpected increases in operating costs.</p> <p>Coupa Software Inc. controls an average share of the market, indicating that the company performs similarly to its competition in customer acquisition and retention.</p>	<p>Coupa Software Inc. faces more regulatory oversight than its competitors, placing it at greater risk of operational disruptions or regulatory compliance costs than other companies.</p> <p>Coupa Software Inc. has spent fewer years in business than its competitors, so there is less information available to analyze their financial</p>

Review Comprehensive Financial Data for Public Companies

Find all of the company's key published financial data in a centrally-located place, and review their income statement, balance sheet and cash flows in a standard, easy-to-read layout. Review the company's past five years of data to help determine if they are capable of meeting your long-term needs.



Historical Income Statement Data – Annual Change

Item	2019-20	2018-19	2017-18	2016-17	2015-16
Revenue	49.7%	39.4%	39.6%	59.9%	64.6%
Cost of Revenue	66.8%	39.3%	29.5%	45.0%	70.4%
Gross Profit	41.6%	39.4%	45.0%	69.0%	61.2%
Operating Income	55.0%	5.3%	26.9%	-21.7%	69.9%
Income (Loss) Before Income Taxes	81.5%	33.0%	14.7%	-19.8%	68.5%



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Access Hard-to-Find Financial Benchmarks for Private Companies

Evaluate private company financial benchmarks to quickly determine if a company meets the thresholds required to invite to RFP, make a one-time or limited purchase, or invest the resources required to fully vet the company.

Income Statement

Item	Range (Low) USD\$m	Range (High) USD\$m	Confidence
Revenue	1,086.2	1,086.2	●●●●●
Cost of Revenue	732.2	1,421.7	●●●●●
Gross Profit	284.5	568.6	●●●●●
Sales, General and Administrative	161.1	385.6	●●●●●
Depreciation and Amortization	-9.8	91.2	●●●●●
Total Operating Expense	1,006.4	1,787.2	●●●●●
Operating Income	57.7	155.6	●●●●●
Income before Taxes	37.4	134.0	●●●●●
Provision for Income Taxes	9.1	32.2	●●●●●
Income after Taxes	26.7	103.4	●●●●●
EBIT	66.7	166.3	●●●●●
EBITDA	97.4	218.4	●●●●●

Balance Sheet

Item	Range (Low) USD\$m	Range (High) USD\$m	Confidence
Current Assets:			
Cash and Equivalents	6,152.0	7,378.0	●●●●●
Short-Term Investments	-	-	●●●●●
Trade Receivables	14,271.0	13,524.0	●●●●●
Financing Receivables	-	-	●●●●●
Other Receivables	-	-	●●●●●
Inventories	10,083.0	10,950.0	●●●●●
Prepaid Expenses and Other Current Assets	4,997.0	5,645.0	●●●●●
Total Current Assets	35,503.0	37,497.0	●●●●●
Noncurrent Assets:			
Property, Plant and Equipment	12,297.0	25,686.0	●●●●●
Accumulated Depreciation	-	(12,931.0)	●●●●●
Property, Plant and Equipment, Net	12,297.0	12,755.0	●●●●●
Long-Term Investments	-	-	●●●●●
Receivables, Noncurrent	3,023.0	3,477.0	●●●●●
Goodwill	48,112.0	48,063.0	●●●●●
Intangible Assets, Net	26,424.0	26,046.0	●●●●●
Deferred Tax Assets, Noncurrent	1,646.0	1,611.0	●●●●●
Other Assets	7,206.0	7,668.0	●●●●●
Total Assets	134,211.0	139,716.0	●●●●●
Current Liabilities:			
Accounts Payable	11,080.0	10,809.0	●●●●●

About ProcurementIQ

Recognized as a trusted and independent source of procurement research, ProcurementIQ offers a comprehensive library of data and analysis on over 1,000 categories. Valued for its depth and scope, ProcurementIQ equips procurement professionals with the insight necessary to make better, faster purchasing decisions.

Contact your ProcurementIQ representative to learn more about adding SupplierIQ to your account.