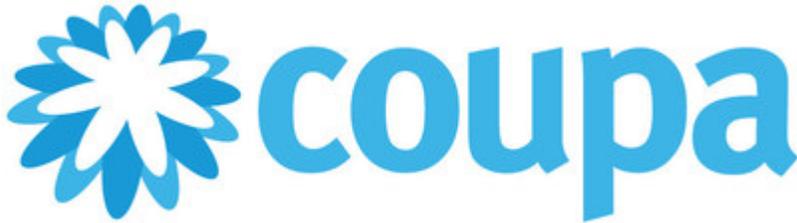




## Coupa Continues to Drive Business Value, Named a Gartner® Magic Quadrant™ Leader for P2P Suites For the Sixth Consecutive Time

October 25, 2021

SAN MATEO, Calif., Oct. 25, 2021 /PRNewswire/ -- Coupa Software (NASDAQ: COUP) today announced that it has been **named a Leader in the 2021 Gartner Magic Quadrant for Procure-to-Pay Suites for the sixth consecutive time.**<sup>1</sup> The report evaluated 12 procurement management vendors across two types of evaluation criteria and positioned Coupa in the Leaders quadrant for completeness of vision and highest for the ability to execute.



"We're honored to be recognized as a Leader by Gartner for the sixth time in a row as we continue to push the Business Spend Management (BSM) industry forward," said **Raja Hammoud, executive vice president of products at Coupa.** "As the economy recovers, leaders have an opportunity to eliminate the silos made painfully obvious over the past year. Working closely with our BSM community, we are rapidly co-creating innovations that drive adoption, optimize spend, and amplify the community network effect, helping businesses around the globe spend smarter together."

The need for digital transformation continues to accelerate as a result of the pandemic, as business leaders realized the challenges that result from a lack of digital readiness and siloed processes and tools. Procter & Gamble (P&G), a multinational consumer goods corporation, relies upon rapid product innovation to stay ahead of evolving consumer trends. Not only have they continued operating as the manufacturer of essential products, but they have scaled and innovated.

"The name of the game now is resiliency and agility. Everything we do is about ensuring that we have an agile and resilient supply chain. Up until Covid, I don't think people realized just how agile and resilient we could make things," said **April Cielica, director global procurement & accounts payable at Procter & Gamble.** "Coupa has given us the agility to procure quickly with the right controls so that we can launch products faster. The reason why you invest in something like Coupa is not just because of the end-to-end work process, which it does very well, but the power of the data it provides."

Get started with Coupa today. Visit <https://www.coupa.com/>.

<sup>1</sup>Gartner, Magic Quadrant for Procure-to-Pay Suites, By Kaitlynn Sommers, William McNeill, Micky Keck, Patrick Connaughton, Published 25 October 2021.

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### About Coupa Software

Coupa empowers companies around the world with the visibility and control they need to spend smarter and safer. To learn more about how Coupa can help you spend smarter, visit [www.coupa.com](http://www.coupa.com). Read more on the [Coupa Blog](#) or follow [@Coupa](#) on Twitter.

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