



## Coupa Announces Strategic Alliance with Launchship Technology Solutions

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**Alliance enables companies to rapidly implement and adopt contingent workforce solutions as part of their overall business spend management strategy**

SAN MATEO, Calif., Feb. 19, 2019 /PRNewswire/ -- [Coupa Software](#) (NASDAQ: COUP), a leader in business spend management (BSM), announced today that it has entered into a multi-year strategic alliance with [Launchship Technology Solutions](#), an expert in contingent workforce services based in Hyderabad, India. The alliance establishes Launchship as a preferred implementation partner for [Coupa Contingent Workforce](#), a key area of focus for Coupa, which empowers businesses to manage all their spend, including contingent workforce spend, within a comprehensive BSM platform.



"As the importance of the gig economy continues to increase globally, so does the need for strategies that enable businesses to have visibility into this spend as a growing part of their workforce," said **JP Krishnamoorthy, senior vice president of engineering at Coupa**. "We look forward to working closely with Launchship given their proven leadership in this space and alignment with Coupa's core values, including our focus on ensuring customer success."

Launchship brings contingent workforce expertise, having been a key development and implementation partner for DCR Workforce, recently acquired by Coupa and now marketed as [Coupa Contingent Workforce](#). As part of the Coupa BSM platform, Coupa Contingent Workforce gives companies the power to manage the end-to-end lifecycle for services and contingent workforce spend, which Gartner predicts will increase to nearly 20 percent of an organization's workforce (on average) by 2020.<sup>1</sup> This includes sourcing service providers, onboarding and offboarding, ongoing contract management, and tracking time, expenses, and deliverables.

"Launchship builds solutions that enable our customers to aspire to new levels of success and aligning with Coupa will enable us to further this mission," said **Jay Shetty, chief executive officer at Launchship Technology Solutions**. "With a greater shift to global talent and service-based workforces occurring within many businesses, working with Coupa will enable us to be at the forefront of these changes and provide innovative strategies that will help enable companies to prepare for and manage complex services spend at scale."

The Coupa BSM Platform empowers companies around the world with the visibility and control they need to manage all their business spend in one place. To learn more, visit <https://www.coupa.com/>.

### About Coupa Software

Coupa Software is the leading provider of BSM solutions. We offer a comprehensive, cloud-based BSM platform that has connected hundreds of organizations with more than four million suppliers globally. Our platform provides greater visibility into and control over how companies spend money. Using our platform, businesses are able to achieve real, measurable value and savings that drive their profitability. Learn more at [www.coupa.com](http://www.coupa.com). Read more on the [Coupa Blog](#) or follow [@Coupa](#) on Twitter.

<sup>1</sup> Gartner Research, Market Guide for Services Procurement Solutions May 2018

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