



## Starkey Hearing Technologies Selects Coupa to Amplify Visibility of Spend

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**Digital hearing system provider to implement faster, more efficient processes for global business spend management**

SAN MATEO, Calif., April 12, 2019 /PRNewswire/ -- [Coupa Software](#) (NASDAQ: COUP), a leader in business spend management (BSM), today announced that [Starkey Hearing Technologies](#), a leading innovator in hearing technology, selected Coupa to assist its business by accelerating its ability to have more visibility into business spend and improve supplier relationships.



With Coupa, Starkey will be able to connect and automate its internal business processes, particularly across procurement and supplier management, as it casts away maverick spend and lengthy transactions while realizing increased transparency of business spend with faster approvals. Coupa's extensive supplier network and easy-to-use technologies will save the company time and resources that it can re-focus on pushing the boundaries for the hearing-impaired.

"To help us deliver on our vision 'Better today than yesterday. Better tomorrow than today', we need to provide additional insight into our spend governance from a global perspective," said **Chris Hillman, chief operations officer at Starkey Hearing Technologies**. "Coupa provides us quick implementation, faster projected ROI, and organization of our supplier network - all supporting our aggressive roadmap to future enhancements."

With the Coupa BSM Platform, including capabilities such as [Sourcing, Supplier Information Management](#), and [Procure to Pay \(P2P\)](#), Starkey will aim to drive standard policies across BSM functions, reduce supply chain risk through better control of suppliers and visibility into modes of operation, and empower employees with an easy-to-use purchasing solution.

"Starkey was looking to implement a comprehensive BSM strategy quickly and effectively, while also achieving end-user satisfaction," said **Mark Riggs, chief customer officer at Coupa**. "We are delighted to be working with Starkey to help them transform their operations and make doing business effortless so they can continue focusing on their noble mission."

Coupa 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.

### About Starkey Hearing Technologies

Starkey Hearing Technologies is a privately held, global hearing technology company headquartered in Eden Prairie, Minnesota. Founded by Bill Austin in 1967, Starkey is known for its innovative design, development and distribution of comprehensive digital hearing systems. Led today by President Brandon Sawalich, Starkey is the only American-owned and operated provider of hearing technologies. The company has more than 6,000 employees, operates 24 facilities and does business in more than 100 markets worldwide. For more information, visit [www.starkey.com](http://www.starkey.com).

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