

Coupa's Open Buy Solution with Amazon Business: An Intuitive, Familiar Shopping Experience



Electronic shopping catalogs came into existence well over 20 years ago. Today, despite the global ubiquity of online shopping, many consumers continue to grapple with clunky electronic purchasing implementations, confusing user interfaces, and poor customer experiences.

In the business environment, it can be similarly frustrating for employees looking to make purchases for their organizations if the platforms available to them aren't streamlined and easy to navigate.

For example, if “guided selling” experiences (i.e., those controlled by the seller) aren't inherently designed to make it easy for employees to quickly find the specific products they're looking for, buyers may end up spending excessive amounts of time jumping from one platform to another in search of the right product. This can lead to decreased productivity, lower cost-effectiveness, and a lackluster user experience.

This is in contrast to the cost-saving, strategic methodology of guided *buying*, a practice that empowers employees to make smarter, more efficient purchasing decisions from one interface in *one* platform. Without a guided buying experience, finance and procurement leaders often struggle to control costs. This contributes to some of the greatest challenges CFOs face.



46%

Lack full spend visibility
across their organization



30%

Processes are still
manual or hands on



45%

Need to log into multiple
systems to access siloed data

Source: [Coupa Clarity Report: The Strategic CFO](#)



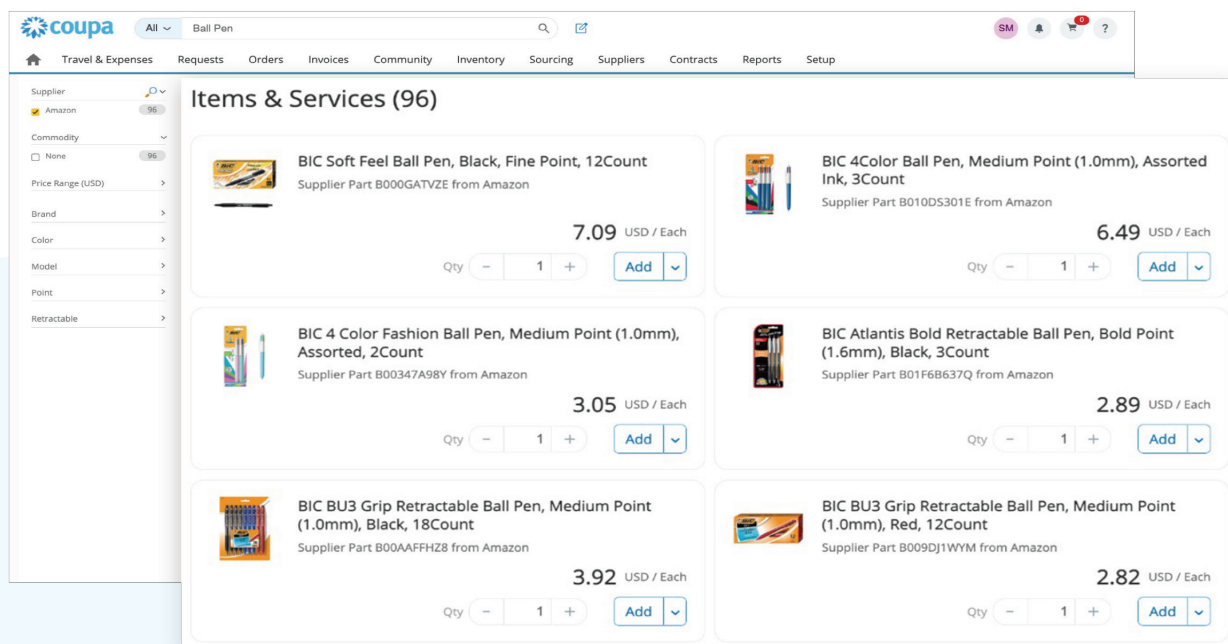
The Solution: Unified catalog management and real guided buying for better spend management.

Amazon Business and Coupa have collaborated to automate source-to-pay solutions that simplify purchasing, identify cost-saving opportunities, manage spend, and ensure compliance with standards across the organization. Together, the partnership serves to simplify business buying and give employees the tools to take proactive end-to-end control of selected and curated spend through Coupa's Open Buy solution.

How it works: Coupa's Open Buy with Amazon Business

By way of analogy, imagine you're booking a hotel on your corporate travel website. First, within a list of hotels, you see rooms from your company's preferred hotels. They appear in bold with a preferred vendor icon and are at the top of your search request. Further down in the list are additional hotels and rooms you may need to select based on business conditions. Selecting these options enables the appropriate notifications for pre-approvals or post-purchase justifications.

Coupa's Open Buy solution with Amazon Business works similarly with any type of catalog item. It integrates with Amazon Business via an application programming interface (API) to provide a virtual catalog and a guided buying experience. This API dynamically updates the e-procurement user interface with real-time catalog content on demand.



Coupa Open Buy

With these integrations, Coupa delivers the familiar Amazon buying experience directly within its system, showcasing dynamically updated supplier content (e.g. for tail spend categories) until you find what you need. You can also punch out to the supplier's site to complete your order if desired, which will proceed through the necessary workflow approvals, all while adhering to basic controls for purchasing from approved suppliers.

When you search within Coupa, any predetermined, pre-negotiated, and curated catalog items appear at the top of the list, followed by catalog content from Amazon Business towards the bottom. This guided buying experience embeds purchasing policies directly into the process, offering flexibility to provide the best experience for you and your employees while adhering to the expected guidelines.

Coupa's Open Buy and Punchout

Coupa integrates with Amazon Business to offer two guided buying experiences:

Open Buy

- Buyers browse Amazon and other catalogs within Coupa's intuitive, consumer-like environment
- Catalog items are dynamically integrated into Coupa, allowing users to view and select products without leaving the platform
- As users search for items, Coupa enforces purchasing policies upfront, instantly returning approved buying options

Punchout

- This experience redirects buyers from Coupa to Amazon's site while Coupa manages the connection and backend processes, such as purchase approval, PO creation, and invoice generation
- It enables users to complete the purchase directly within Amazon (e.g. adding items to the shopping cart)
- Only Amazon's results appear during the purchase process

Open Buy helps your employees find what they need and achieve full-cycle efficiency.



Cost Savings

- No IT support required
- Actionable insights/data into purchase behaviors
- Support your scaling business without adding headcount



Visibility and Control

- Break down silos between AP and procurement
- Eliminate rogue spend and monitor for risk and fraud
- Embedded compliance with purchasing policies, and audit and regulatory requirements
- Standardized approval workflow



User Adoption

- Drive adoption through an intuitive, easy-to-use platform
- Provide employees with millions of buying options



Here's what our customers are saying:

"Turning on Coupa Open Buy to get access to Amazon Business as part of a product search is a no-brainer for us. Our employees love the improved ease of use, and we get even more spend control capabilities, so everyone wins."

- Bill Hayes, Vice President of Finance and Treasury, Orangetheory Fitness



"One of the many benefits of migrating to Coupa was our integration to Amazon Business. This allowed us to have a platform providing visibility to our purchases and thus manage our team's purchasing behavior and leverage our volume spend."

- Cheryl Ponzeka, Sr. Vice President of Accounting & Financial Operations, Veterinary Emergency Group



"Through our Coupa and Amazon Business integration, we've been able to eliminate the usage of personal Amazon accounts that were requiring expense reporting and with limited visibility. We now have all individuals with purchasing rights on one account, allowing our teams to consolidate suppliers, and share lists of commonly purchased items to ensure we are getting the best prices at scale for the organization."

- Steve Lewis, Director of Strategic Sourcing, Dent Wizard



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