

SUPPLY CHAIN DESIGN & PLANNING

Adapting With Continuous Intelligence is The New Retailer Advantage

Consumer behavior is changing and there are more channels than ever to meet their expectations

With expectations driven by highly connected, well-informed consumers, retail leaders require continuous innovation to deliver relevant products when and where they are expected. Many retailers are now finding that their focus on efficiency has been at the expense of flexibility and has impacted their ability to act quickly.

Any doubts about the value of agility were quickly dispelled by the extraordinary disruption caused by COVID-19. Rife with demand volatility that has abruptly and radically altered the mix between in-store and online commerce, challenged by the concept of brand loyalty, and exposed widespread to struggles to adapt, there is a need for frequent product assortment reassessment and rigorous inventory management.



Brick and Mortar Store Closures — In 2020 in the US alone, 40 major retailers filed for Chapter 11 protection and 11,157 stores closed.¹



Growing E-Commerce Demand — According to a Shopify survey across 11 markets, 84% of consumers shopped online during 2020. eComm sales grew by 16.5% globally.²



Leaders Innovate to Adapt — The best performing retailers are embracing advanced algorithmic approaches to thrive during the rapid shifts in the retail landscape by as much as 2 to 1 vs all other retailers.³

To thrive in this state of disruption, retail winners are adopting Coupa Supply Chain Design & Planning powered by LLamasoft to quickly identify opportunities and test scenarios to learn what works and respond faster than their competitors. By innovating with the latest digital enablers, new forms of data, and AI to monitor and adapt your supply chain, you can operate with continuous intelligence to effectively respond to changing market conditions and emerging risks.

1. CoStar Group

2. Shopify

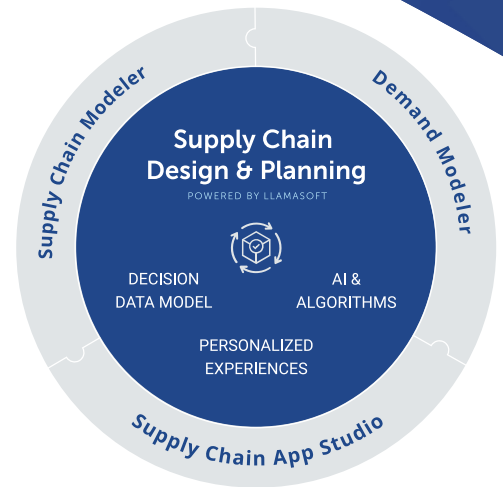
3. 2020 RSR/LLamasoft Retail Study

Adopt continuous supply chain design and planning

Retailers who lead in profitable growth make data-driven decisions with the right balance of cost, service, sustainability, and risk. Our retail customers identify an average of 10.5% project savings while creating reimagined experiences.

Using Coupa to create a digital twin of your end-to-end supply chain, you can test new ideas and scenarios in a digital environment – analyze trade-offs based on business outcomes, empower people to make decisions based on science, and rapidly put those ideas into action, including:

- Omnichannel Distribution
- Sourcing Optimization
- Cost-to-Serve
- Network and Capacity Planning
- Inventory Optimization
- Continuity Planning



See how global retail companies are making smarter, faster supply chain decisions

Coupa retail customers include some of the largest and most innovative companies in the world. Here are stories of their achievements using our solutions:

- This major U.S. retailer displayed impressive resiliency during the sudden and dramatic disruption caused by COVID-19. They have emerged a leader among their competitors by making adjustments quickly when allocating the large influx of inventory flooding their fulfillment centers as brick-and-mortar stores were closing. With 100,000 SKUs in play and recommendations provided on running promotions, using offsite storage or liquidation based on shorter term capacity options, a new app was developed within weeks to keep online business moving.
- A multibillion-dollar specialty retailer built a two distribution center model to better service 95% of their retail stores and fulfill 92% of all online orders within two days. They were challenged with having the capacity to satisfy the nearly immediate whims of consumers searching for fashion items. Simulating various network configurations to identify the most efficient and cost-effective omnichannel solution, this retailer met their goals of improving delivery times and helped and customer retention.

To learn more about how Coupa can help you make AI-powered decisions for supply chain agility, visit us at coupa.com

Gartner Supply Chain Top 25

23 of the Gartner Supply Chain Top 25 companies use LLamasoft for their supply chain decisions.

\$2T in Spend

The Coupa platform contains \$2T of spend under management and growing.

\$60B in Value

Our customers have identified more than \$60B in value from solution insights.