



# Harness the value of Coupa

## With Cognitive Contract Management from KPMG

Contracts play an important role in all organizations. They define and formalize the business relationship and are central to both risk management and financial performance. **Regardless of the number of contracts involved, the ability to capture and harness the value contained within them during a Coupa technology migration is key to the platform's immediate and future success.**

Contracts are typically stored in numerous locations, which is often one of the initial challenges as businesses prepare to migrate their contracts. Beyond locating and retrieving contracts, businesses often face the daunting task of capturing contractual information to enable key-functionality provided by Coupa.

With these challenges in mind, businesses can choose to either conduct migration activities manually or leverage technology. While both options are feasible, technology will deliver greater process efficiencies, richer insights, and greater accuracy.

Many leading companies are applying artificial intelligence, informed by Coupa domain experts, to help them accelerate their transformation programs, enabling them to capture the maximum value from their contracts and platform.

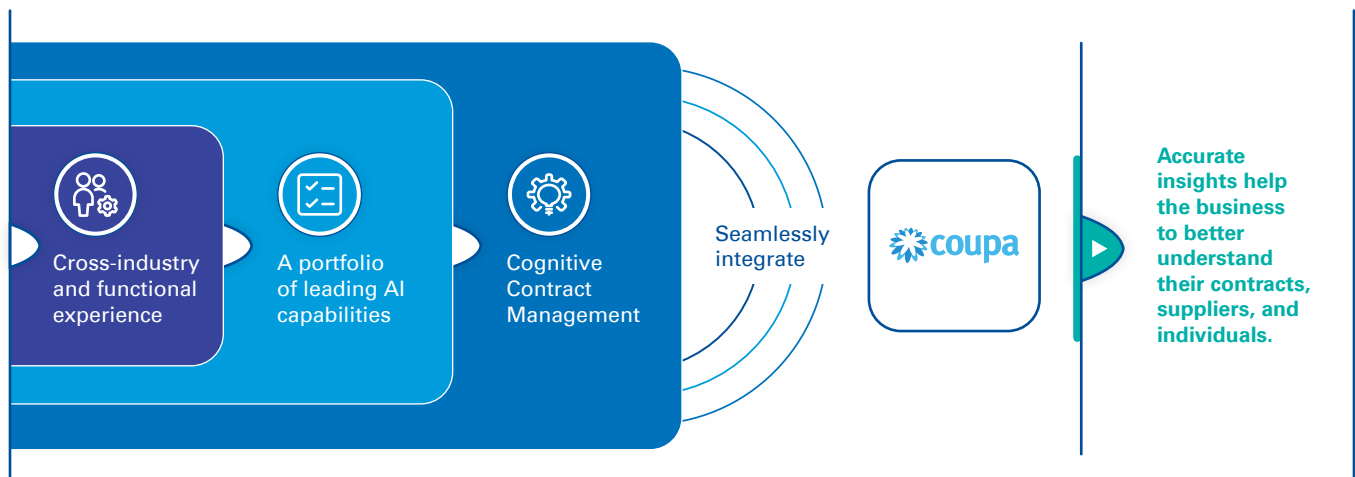
**KPMG and Coupa help organizations take this technology-led approach.**

### KPMG technology-led approach

**Our technology-led approach is informed by humans.** We align the right people, tools, technologies, and processes to enable a successful transformation.

**Cross-industry and functional experience, along with leading AI capabilities** embedded within **Cognitive Contract Management, seamlessly integrate** with all Coupa technologies to help clients harness the hidden value contained within the Coupa platform. We help clients **extract maximum contract value** and **accelerate their Coupa journey.**

### Our approach enriches the value of the Coupa platform



**KPMG have cracked the AI code.**  
**With every Coupa technology journey, we make the platform perform better.**

## CCM helps you interpret, organize metadata and ingest contracts into Coupa

### Cross-industry and functional experience



The combined experience we've gained from years of delivering functional transformations means that we know what can work for your business. **We provide all the tools you need for organizational and platform success.**

By bringing a team of industry, domain, technology, and Coupa specialists who understand the complexities and nuances of technology implementations and transformations, we help you navigate as well as accelerate achieving your procurement ambitions.

### A portfolio of leading AI capabilities



Digital technologies and intelligent automation, rich analytics and well-established and tested frameworks, design patterns and research experimentation, along with highly skilled data scientists and engineers—we provide the capabilities you need.

All are embedded in **Cognitive Contract Management to unlock the value of AI**—so you can take advantage of greater insights, increased accuracy, and better visibility across all types of business contracts.

### Cognitive Contract Management



This powerful analytical solution is customized to your unique functional needs. The solution mimics human defined business processes and automates the ingestion of any contract type, interprets key contractual provisions, extracts relevant contract metadata, and structures the results in a consumable format to optimize decision-making. **The result is an enhanced user experience and a successful functional transformation.**

Its abilities include:



Sourcing and retrieval of your entire contract population



More than 20 out-of-the-box data extraction algorithms automatically drive insights from your contracts



Automated classification and characterization of your contracts; the organization of contracts in a structured format which establishes contract relationships and hierarchy



Flexible data quality assessments accelerate validation and ensure consistent, high-quality, and accurate contract data.

**By making your contract data easily accessible, KPMG Cognitive Contract Management enhances your processes and delivers valuable operational efficiencies**

### Harnessing platform value

Coupa delivers a valuable Cloud platform that is **agile, intelligent, secure**, and built for scale. KPMG fuels this platform with prebuilt **Coupa assets, accelerators**, and **integration capabilities** that seamlessly interact with the Coupa platform. We have already done the hard work, so you can focus on your own **high-value business decisions**.

**Developed as a platform for continuous success**, Cognitive Contract Management can assist beyond accelerating contract migration and enable your long-term initiatives. Cognitive Contract Management can integrate with your future-state processes and provide support to address contract leakage, ensure contract compliance, and ultimately give you continual value from your contracting and procurement processes.

Delivering successful outcomes

**Client challenge** – Dozens of dispersed contract repositories and minimal existing contract metadata

**Migrated 58,000 active contracts** onto the Coupa platform

**KPMG support** – Automated facilitation of the contract review and migration workflow

**Outcome** – Thousands of hours of time savings and an enriched and more valuable Coupa experience

To find out how Cognitive Contract Management compliments your Coupa migration, please contact:

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