



customer story

Industry: Technology

Company Size: Enterprise

Employees: 3,000+

Challenges:

- Technology, approaching end-of-life post-IPO, lacked the data capabilities needed for modern procurement operations
- Disconnected processes across 10 countries made it difficult to establish unified workflows and maintain consistent supplier relationships
- Limited visibility into contracts and spend prevented the procurement team from effectively supporting legal compliance and value capture

Solutions:

- [Sourcing](#)
- [Contract Lifecycle Management](#)
- [SpendGuard](#)
- [Procure-to-Pay](#)
- [Coupa Navi](#)
- [Invoicing](#)
- [Virtual Cards](#)
- [Sourcing Optimization](#)
- [Supplier Risk and Performance](#)
- [Spend Analysis](#)
- [Treasury](#)

Results:

- Achieved 100% adoption across 1,700+ suppliers through unified onboarding and streamlined workflows
- Completed 13-month implementation across 10 countries with a single overnight cutover – legacy system off, Coupa on
- Improved first-time invoice match rates and transactional efficiency through automated processes, with guided buying and catalog adoption driving improved user experiences

Deliveroo Unifies and Transforms Procurement Across 10 Countries with Coupa

Deliveroo connects customers with restaurants and grocers across 10 countries, delivering the best in local food right to a consumer's front door. As a consumer tech company competing with Uber and Just Eat, Deliveroo needed procurement operations that could match the speed and scale of their delivery business.

Chief Procurement Officer Rob Turner soon realized the company needed a digital transformation to make that happen.

"We had some existing technology that had been implemented to bring some control that was needed for our IPO back in 2021, but that technology was nearing end-of-life and end-of-support," Rob explains. "But also, it was not optimized to provide the sort of data and digital platform that we need for a more progressive and future-ready procurement function and source-to-pay process."

By partnering with Coupa, Deliveroo replaced its legacy post-IPO system with a unified, AI-powered platform covering every market.

Rather than a gradual transition, Deliveroo took an aggressive approach: a complete overnight cutover across all countries and business units. The transformation integrated AI into procurement workflows, from automated invoice processing with InvoiceSmash to fraud detection through SpendGuard™. The result moved procurement from manual processes to intelligent automation, achieving 100% supplier adoption across more than 1,700 suppliers. This transformation also leveraged Coupa Sourcing Optimization (CSO) to streamline sourcing decisions and drive additional savings opportunities.

Building an AI-powered digital ecosystem in 13 months

Deliveroo's implementation timeline was aggressive by design and made possible thanks to Coupa's agile integration framework. From the first meeting with their system implementer to going live in just 13 months, it covered every country, every business unit, and all indirect spend in one move.

“It was a milestone moment mobilizing CSO – just one single use case has already paid back the full cost of our implementation many times over.”

Rob Turner, Chief Procurement Officer

“We kept a core design principle from the outset. We had a clear set of guiding principles that we defined, a very clear set of outcomes, and we made sure in the first instance that we didn’t allow our design to stray away from that,” Rob explains.

This discipline and Coupa’s open architecture and accelerators made the pace achievable. The team also adapted its governance structure as the program evolved, ensuring the right stakeholders were involved at each phase, from design to build to implementation.

The change management program brought heavy users into the testing phase early, allowing them to validate designs specific to their geography. This approach caught regional nuances before go-live and built buy-in through participation. By the time Coupa launched, users across markets had already helped shape what they’d be using daily.

One platform across every market

Before Coupa, Deliveroo operated without a unified procurement system. The lack of a unified procurement system fundamentally limited what the team could accomplish.

The transformation shifted procurement from transactional automation to intelligent orchestration. AI-powered automation now automatically handles invoice matching and fraud detection. Coupa’s Contract-to-Sourcing integration eliminates manual bottlenecks and reduces payment errors. Deliveroo also uses CSO to improve supplier award decisions and maximize value from sourcing events. Together, these capabilities enable real-time visibility into risk, cost, and compliance across all markets.

Now, every major function operates more efficiently with Coupa. Finance tracks spend against budgets with real-time dashboards. Employees use guided buying and shopping lists instead of manually creating purchase orders, which ensures they’re getting the best rates and increases spend control. Legal manages all contracts in a centralized system, streamlining contract analysis and eliminating the need to track agreements offline. Risk owners receive automated alerts when supplier ratings change, enabling proactive intervention.

“Having one system across the whole business means I’ve got one single version of the truth and one single set of contracts,” Rob says.

About a third of Deliveroo’s workforce has access to the system, working from this single source of truth for contracts, spend, and supplier data.

Tracking the metrics that keep operations moving

Success in procurement means different things to different stakeholders, and Deliveroo tracks performance metrics that reflect this multifaceted reality.

Transactional efficiency matters significantly for supplier relationships. Since implementing Coupa, Deliveroo has improved its first-time invoice match rates and reduced payment cycle times by double digits through automation – critical gains, as payment delays are the primary cause of supplier problems, according to Rob.

Beyond backend efficiency, the team monitors contract versus off-contract spend, where catalog adoption serves as a proxy for user experience. This matters because employees can now quickly access procurement guidance by leveraging AI assistants like Coupa Navi, improving adoption and compliance. As Deliveroo continues to build richer content into the system, the growing amount of spend executed via guided buying and structured catalogs validates the user experience improvements Rob promised from the outset.

The focus now shifts to maintaining excellent supplier relationships through reliable processes, which circles back to those transactional efficiency metrics. With analytics powered by Supplier Risk & Performance and Contract Lifecycle Management, Deliveroo continues to uncover new optimization opportunities across sourcing and contract performance.

Transform your complex operations with Coupa's AI-native Total Spend Management platform.

[Learn Why 3,000+ Companies Trust Coupa](#)