



EW EUROWAG

customer story

Industry: Technology

Company Size: Enterprise

Employees: 2000+

Challenges:

- Rapid expansion through acquisitions created fragmented invoice workflows with no integration or visibility across entities
- Manual processes led to delayed payments, frequent errors, supplier dissatisfaction, and limited budget control
- Finance and procurement teams operated in silos, making collaboration and compliance difficult across the growing organization

Solutions:

- [Procure-to-Pay](#)
- [AP Automation](#)
- [Contract Lifecycle Management](#)

Results:

- Achieved 30% improvement in paid-on-time performance within one year through standardized workflows and three-way match fraud detection that catches duplicates and incorrect invoices before payment
- Implemented 100% standardized end-to-end AP process from purchase request to payment across the entire Eurowag Group
- Unified commodity code list across all business units, centralizing purchase types under individual commodity owners
- Enhanced audit readiness and compliance with a single source of truth for all AP data

Eurowag Transforms Accounts Payable from Fragmented Processes to Full Visibility with Coupa

Eurowag is a leading technology company and trusted partner to the commercial road transport industry across Europe. Its mission is to make transportation cleaner, fairer, and more efficient. By bringing together data, insights, payments, and financing into one integrated platform, Eurowag helps trucking companies move toward a low-carbon, digital future.

As the company expanded through acquisitions, the finance organization took on the challenge of streamlining increasingly complex procurement and invoicing processes across multiple entities.

"Before Coupa, Eurowag faced a fragmented and manual invoice workflow with no integration or visibility," explains Marcella Mathes, Head of Finance Processes and Digital Finance at Eurowag. "These inefficiencies caused delayed payments, frequent errors, supplier dissatisfaction, and limited budget controls. Finance teams operated in silos, making collaboration and compliance difficult."

Partnering with Coupa, Eurowag deployed a standardized end-to-end accounts payable process, introducing automated POs, invoice matching, and real-time spend visibility before goods were delivered. The transformation resulted in improved audit readiness, enhanced compliance, and greater operational efficiency while reducing fraud and overpayments through three-way matching.

Standardizing the process from request to payment

The core transformation at Eurowag centered on implementing a standardized end-to-end accounts payable process that replaced fragmented, manual workflows. The new process follows a clear, automated sequence: purchase request, approval workflow, auto-creation of purchase order, invoice receipt and matching, booking, and payment.

"This allows us to gain full visibility into purchasing activities across the entire group and to forecast upcoming costs more accurately, even before the goods or services are delivered," Marcella explains.

“Coupa provides a clear, traceable link between purchase orders, receipts, and invoices — supporting finance and compliance with a reliable audit trail.”

Marcella Mathes, Head of Finance Processes and Digital Finance

It hasn't been just an efficiency gain. This visibility represented a fundamental shift from reacting to invoices after the fact to understanding spend commitments in real time, enabling proactive decision-making.

The second significant change involved unifying purchase types across the entire group. Eurowag introduced a unified commodity code list, centralizing purchase types under individual commodity owners. This standardization provided better categorization and spend reporting across all business units, replacing the inconsistent approaches that had emerged through acquisitions.

With spend management data now centralized, Eurowag also established clear KPIs tracked across entities: PO adoption, approval cycle time, end-to-end processing time, and cost per invoice. These metrics provide concrete measures of process performance and highlight areas for improvement.

Catching errors before they become expensive problems

Before Coupa, Eurowag's finance team was bogged down in manually cross-checking invoices and purchase orders. Coupa's AI-driven three-way matching and SpendGuard™ changed that, automating fraud prevention and strengthening financial controls. Payments are now issued only for what was actually ordered, with errors and duplicates automatically caught before they result in overpayments. Freed from manual matching, the finance team can finally focus on insights, not inputs.

This capability directly addressed another key pain point from the fragmented system: the lack of controls that created financial and compliance risk. Better payment accuracy means better supplier relationships, and the 30% improvement in paid-on-time performance over the past year reflects the underlying process improvements that make this possible.

For audit-readiness, Coupa provides a clear, traceable link between purchase orders, receipts, and invoices. This audit trail supports finance and compliance teams with reliable documentation across the entire procure-to-pay process. This consistent audit readiness is particularly important in a growing organization managing multiple entities.

Building a data-driven foundation to scale across acquisitions and markets

Eurowag's rollout continues to expand as the company grows. In 2025, the focus will be on bringing Coupa to newly acquired entities to ensure consistent and efficient processes across the entire Eurowag group.

The company is deploying invoicing solutions with Coupa in Germany and Romania to standardize and streamline

accounts payable processes. This matters particularly in countries where Eurowag must respect local and mandated legislative requirements. The system needs to handle regional compliance while maintaining group-wide standardization.

As a next step, Eurowag has initiated Coupa contract management. The goal is to centralize and standardize all supplier contracts and improve supplier portfolio management across the organization.

This phased approach reflects how Eurowag uses Coupa as a platform for continuous improvement rather than a one-time project. Each new entity added to the system extends the benefits of standardization and visibility. Each new module, from AP automation to contract management, builds on what came before.

For Eurowag, modernizing procurement is key to modernizing mobility. Standardized processes provide the operational foundation the company needs to scale quickly through acquisitions while maintaining the control necessary to support trucking companies' transition to a cleaner, digital future. By removing operational friction, Eurowag helps keep the European economy moving, all while reducing the industry's environmental footprint. It's a win-win made possible with Coupa.

**Standardize your accounts payable processes with
Coupa's AI-native Total Spend Management platform.**

Learn Why 3,000+ Companies Trust Coupa