**ProsperOps** | **coupa**

# How Coupa Maximized AWS Compute Savings and Flexibility with ProsperOps

**ProsperOps**

AUTONOMOUS DISCOUNT MANAGEMENT

- Compute
- Savings
- Commitments
- Prepayments
- Settings

## Savings

So far this month, you've saved $ ▒▒▒▒▒ on your AWS compute spend

**Effective Savings Rate**

**45.9%**

0%          50%

**Net Savings Rate**

**2,494**
ProsperOps Portfolio Actions

**98%**
Coverage
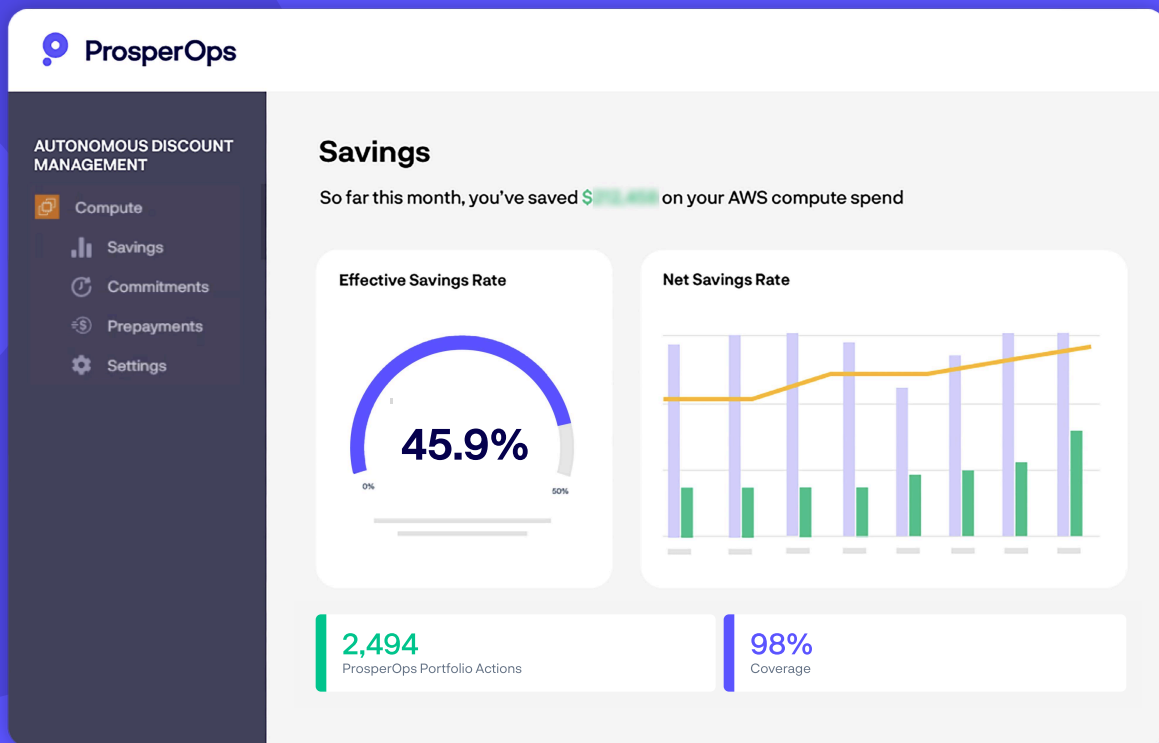
**INDUSTRY**
**Business spend management**

**ESR**
**41.9% → 45.9%**

**COVERAGE**
**85% → 98%**

**PRODUCT USED**
**Autonomous Discount Management (ADM) for AWS Compute**

## Overview

Coupa Software, the leader in AI-native total spend management, operates in a dynamic AWS compute environment. Though Coupa had a high Effective Savings Rate of 41.9% (placing it in the 92nd percentile compared to the industry), managing fluctuating cloud costs manually was complex and resource-intensive.

Through the Coupa Advantage Program, Coupa's FinOps team implemented ProsperOps—an autonomous cloud cost optimization platform.

By automating rate optimization and minimizing financial risk, Coupa achieved greater savings, flexibility, and operational efficiency without additional overhead.

## Managing Costs Manually in a Complex Environment

Coupa's FinOps team, the cloud financial operations group within Coupa, works to bring together finance, engineering, and business functions for the purpose of optimizing cloud spending. The team has a mission to streamline spend by improving cost efficiency and aligning cloud investments with business objectives. One key tactic in this effort is rate optimization; leveraging discounts offered by cloud providers in return for making spending commitments.

The team achieved a strong Effective Savings Rate (ESR) of 41.9% from AWS Reserved Instances and Savings Plans (ESR is an objective FinOps KPI that measures true savings from using commitment instruments versus on-demand rates). However, managing cloud costs at scale posed a challenge due to the dynamic nature of their compute usage.

Monthly usage was shaped by two opposing forces. Business growth increased usage, while infrastructure optimizations reduced it. These fluctuations made it difficult to forecast monthly usage trends to make commitment decisions and optimize rates. Usage also fluctuated weekly due to scheduled resource shutdowns during the weekends, which added another layer of complexity.

Schedule a demo or request a free Savings Analysis to quantify your outcomes with ProsperOps

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Microsoft Partner   aws PARTNER Cloud Operations Competency   Google Cloud Partner   FinOps CERTIFIED Solution   High Performer WINTER 2025   Momentum Leader WINTER 2025

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Without precise usage forecasting, Coupa faced financial risk; committing aggressively could result in unutilized commitments if usage dropped, while committing conservatively could result in missed savings if usage increased. The team needed a smart, adaptive, and autonomous approach to managing commitments and maximizing savings at scale.

## A Prosperous Partnership

ProsperOps is an approved Coupa Advantage Program supplier, part of a pre-vetted network that offers competitive pricing and accelerated supplier onboarding for both customers and internal teams. This allowed the Coupa FinOps team to quickly implement ProsperOps to automate and enhance their rate optimization efforts.

ProsperOps delivers fully autonomous commitment management using a balanced portfolio of AWS Convertible Reserved Instances and Savings Plans tailored to Coupa's unique usage profile. A key capability for Coupa is Global Cyclical Optimization. Since Coupa turns off some compute resources during the weekend, this feature maximizes savings by identifying usage patterns, determining the optimal coverage level above the usage troughs, and adjusting commitments accordingly.

## More Savings and Commitment Flexibility with Zero Operational Overhead

ProsperOps' automation took rate optimization a step further for Coupa. Since subscribing to ProsperOps, its AWS Compute ESR has improved from 41.9% to 45.9%.

Because Coupa has a significant amount of spend, this increase has amounted to material savings per year, which have been reinvested back into the business (e.g., hire additional FTEs). Coverage has also increased from 85% to 98%, meaning more compute usage has been cost-optimized.

**Effective Savings Rate**

**45.9%**

0%　　　　50%
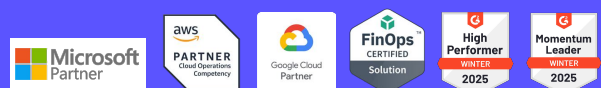
Coupa has also maximized its commitment flexibility. ProsperOps' algorithms determine the optimal mix of AWS commitments and implement advanced FinOps techniques, made possible by automation. This allows Coupa's commitments to adapt to changes in usage and shift to cover different resource types as business needs evolve.

Implementing ProsperOps has introduced no additional workload for the Coupa FinOps team. The platform has offloaded time-consuming commitment management so that the team could focus on other strategic initiatives. The intelligent automation provided by ProsperOps has ensured optimized savings and advanced Coupa's overall FinOps maturity by freeing up internal resources. The team has shifted their attention from maintaining cost controls to driving higher-value FinOps outcomes for the business.

> "With ProsperOps, we've enhanced Coupa's FinOps maturity and ensured our cloud costs stay optimized. If you're looking to streamline cloud compute rate optimization, we recommend ProsperOps as a strategic partner."
>
> **John Maguire**
> *Sr. Director of FinOps, Coupa Software*

## Strategic Results and Future Potential

Since engaging with ProsperOps, Coupa has consistently improved key rate optimization metrics while ensuring engineering and business requirements are met. The ability to maintain high savings and coverage with maximized flexibility illustrates the power of automation in a rapidly evolving cloud environment. Coupa continues to benefit from ProsperOps' sophisticated optimization as they scale.
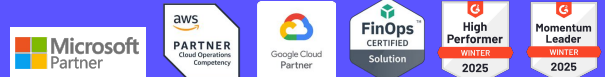
## About ✿coupa

Coupa Software is the leader in AI-native total spend management. Using its trusted, community-generated, $8 trillion dataset, Coupa brings autonomous AI agents, a network of 10M+ buyers and suppliers, and leading apps together on one unified platform to seamlessly automate the buying process and connect to customers in a whole new way. With Coupa, you'll make margins multiply™.
Learn more at coupa.com.

**Ready to optimize your cloud spend?**
Schedule a demo or request a free Savings Analysis with ProsperOps today.

## About ⊙ ProsperOps

ProsperOps is the leading FinOps automation platform for cloud cost optimization on Amazon Web Services (AWS), Google Cloud, and Microsoft Azure. Eliminating waste and achieving cost-saving goals is challenging when cloud usage is elastic, but commitments are inelastic. Founded in 2018, ProsperOps reduces costs by synchronizing rate optimization with workload optimization, eliminating waste and boosting cross-team efficiency for FinOps. Our platform drives world-class Effective Savings Rates and mitigates Commitment Lock-In Risk for our customers.

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