

FEBRUARY 2024

# SCANMARKET BY UNIT4 COMPARISON REPORT

FEATURING

Ivalua  
SAP Ariba  
Coupa Strategic Sourcing

CATEGORY

Strategic Sourcing

Produced on behalf of Scanmarket by Unit4 using data sourced from the SoftwareReviews.com  
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# Picking the **Right Technology Partner** for Your Business

Choosing the right software is a decision that has far-reaching implications for your business.

The software and systems you implement are not just tools; they're the backbone of your organization's operations and play a crucial role in delivering value to both your customers and your employees.

Finding the right technology partner is a complex but vital task. It requires a decision that's based not only on the software's features and performance but also on how well the vendor will support you throughout your journey with their software.

## Bridge the Satisfaction Gap

Furthering the importance of choosing the right software is the fact that organizations tend to keep the software they purchase. According to data collected by SoftwareReviews, 92% of users said they were likely to renew their existing enterprise software, while only 64% indicated they were likely to recommend their current provider (*Figure 1*). This gap between renewal rates and satisfaction highlights the significant risk and opportunity involved in your next software purchase.

### Top Factors to Consider When Selecting a Vendor

Traditionally, selection projects have focused on features and price. To close the satisfaction gap, you need to consider other aspects of the software and the vendor when making your decision.

#### 01

How the software will contribute to business value and support your organization's most important goals.

#### 02

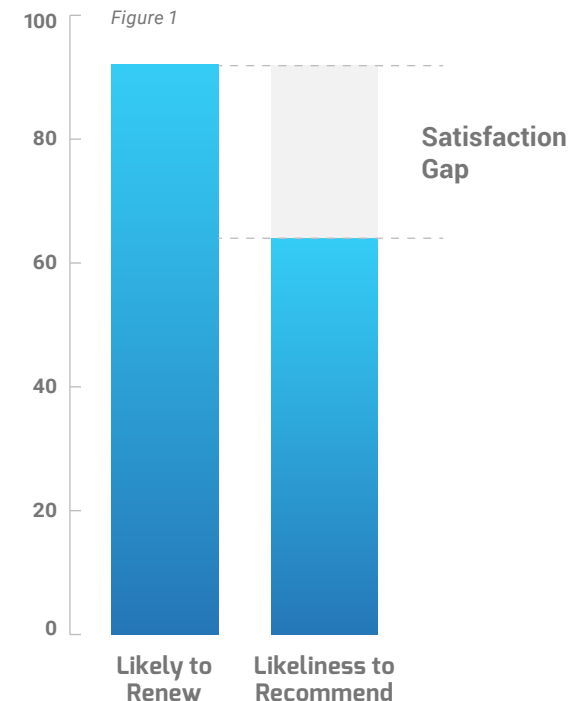
How the software will integrate with your existing processes and align with your unique needs, industry-specific requirements, and growth trajectory.

#### 03

Whether functionality and user experience from the outset will reduce learning curves, heighten adoption, ensure user satisfaction, and maximize productivity.

#### 04

How the software provider will continuously improve and grow with you as your business evolves.



## Always **Leverage Data** During Your Selection Process

SoftwareReviews' goal is to guide software buyers through a complex and evolving market by collecting insights from real users of enterprise software.

SoftwareReviews believes you need data to make any decision, and purchasing software is no different. SoftwareReviews reports encompass over 100 data points to measure customer satisfaction across multiple aspects of the software experience.

Incorporating data into your selection process enhances your ability to assess the strengths and weaknesses of potential software solutions objectively. This eliminates bias from the decision-making process and increases the likeliness of a long-term successful partnership with your new vendor.

Top factors affecting **User Satisfaction**  
across all software categories

Business  
Value

Customer  
Relationship

Reliability

Performance

Innovation

Features



# Comparison Report Featuring **Scanmarket by Unit4** and Its Competitors

SoftwareReviews reports provide comprehensive insight into the experience of evaluating, purchasing, and using enterprise software.

The data is collected from real users who have worked with solutions intimately, from procurement and implementation to everyday use.

This Comparison Report is designed to compare Scanmarket by Unit4 against Ivalua, SAP Ariba, and Coupa Strategic Sourcing. The report uses select data from SoftwareReviews' 2024 Strategic Sourcing reports.

The goal of this report is to compare top providers across a variety of metrics and assist buyers in choosing the software that best matches their organizational needs.

## What Do We Measure?

SoftwareReviews compares over 100 data points on the performance of enterprise software across a number of areas, including:



Product features and functionality customized for each category.



Table-stakes capabilities expected of all software providers.



Customer satisfaction metrics that measure the experience of working with the vendor.



Overall user satisfaction metrics.

To view the full category report please visit [softwarereviews.com](https://www.softwarereviews.com)

## Key Providers at a Glance

COMPARE TOP SATISFACTION METRICS

This report will summarize select metrics valued by users in the Strategic Sourcing category, specifically for the following vendors and products.



### Scanmarket by Unit4

Scanmarket by Unit4 is one of few strategic sourcing solution providers capable of delivering innovative yet user-friendly quality technology, combined with solid execution, support, and services. Scanmarket by Unit4 is a source-to-contract (S2C) software provider that develops advanced functionalities in an effortless design. Our S2C solution is attuned to meet the needs of procurement and finance professionals with applications for strategic sourcing, spend, supplier and contract management.

**7.7**  
Composite  
Score

**8.0**  
Customer  
Experience  
Score

**81%**  
Fair Cost  
to Value



### Ivalua

The Ivalua Strategic Sourcing solution provides a comprehensive, intuitive and collaborative toolset to automate sourcing of 100% of your spend no matter how simple or complex, tactical or strategic the sourcing process is. Ivalua helps you to effectively manage all your spend and suppliers on a single platform to generate value across the source-to-pay cycle.

**7.7**  
Composite  
Score

**7.5**  
Customer  
Experience  
Score

**76%**  
Fair Cost  
to Value



### SAP Ariba

Discover qualified suppliers, speed up your sourcing cycles, and create the most competitive, best-value agreements for rapid, sustainable savings.

**7.5**  
Composite  
Score

**7.7**  
Customer  
Experience  
Score

**76%**  
Fair Cost  
to Value



### Coupa Strategic Sourcing

Uncover new sourcing opportunities. Consolidate your spend. Choose the right suppliers. Turn paper savings into cash savings with every purchase.

**7.0**  
Composite  
Score

**7.1**  
Customer  
Experience  
Score

**78%**  
Fair Cost  
to Value

# Key Metrics

## COMPOSITE SCORE

The primary ranking of overall software performance. This score is a proprietary algorithm comprising end-user feedback on vendor capabilities, features scores, user satisfaction, and Net Emotional Footprint and adjusted for the volume and recency of vendor reviews.

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## CUSTOMER EXPERIENCE (CX) SCORE

This score rates vendors on the overall customer experience. Based on a proprietary algorithm comprising all relationship metrics and business value drivers and adjusted for the volume and recency of vendor reviews.

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## FAIR COST TO VALUE

This metric captures the sentiment that the value received from the software exceeds the total investment in fees and other resources.

# How Vendors Performed on the **Net Emotional Footprint Score**

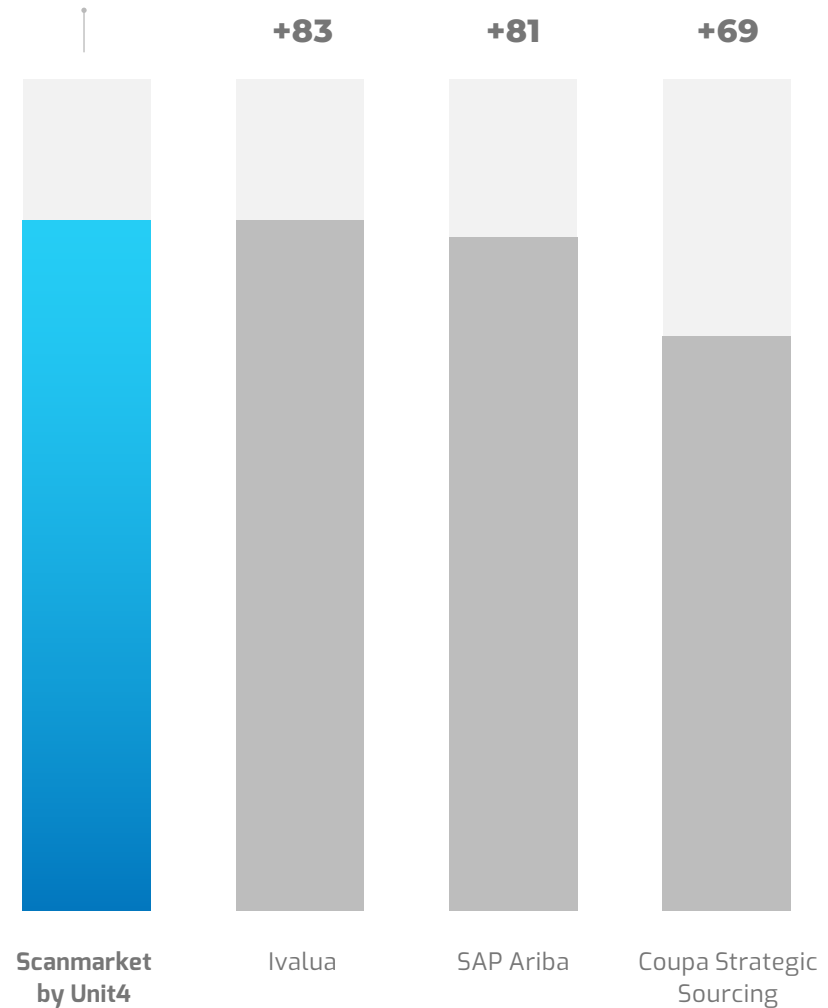
## What Is the Net Emotional Footprint Score?

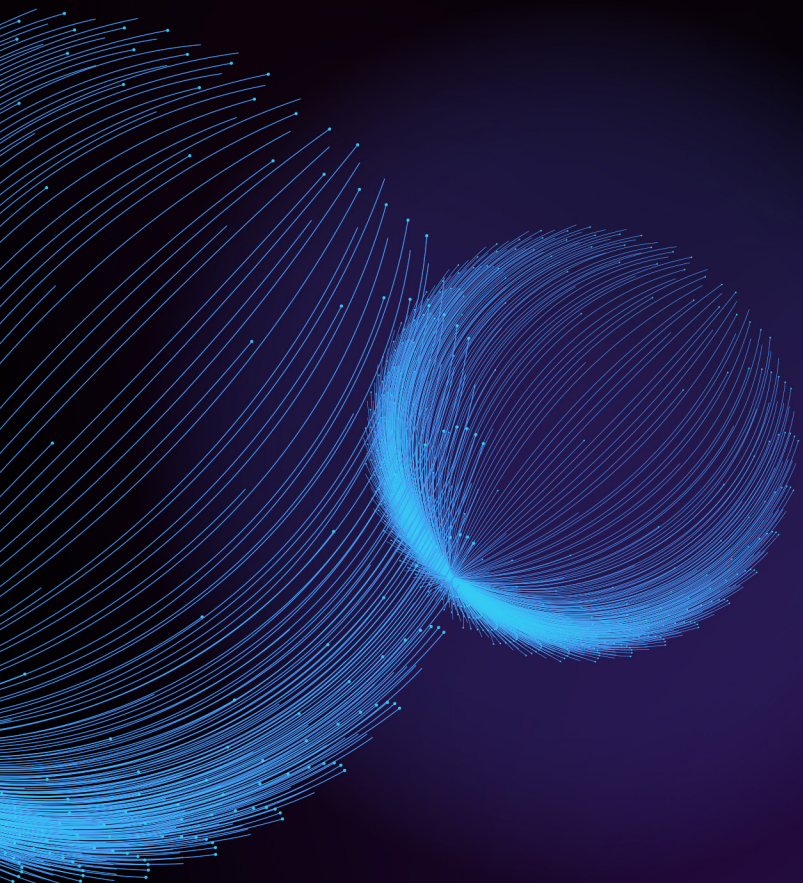
This score rates vendors on the overall Net Emotional Footprint. A proprietary metric used by SoftwareReviews to quantitatively measure the overall vendor relationship. It measures 27 aspects of the user experience, covering areas from vendor strategy and innovation, service experience, product experience, contracting, and how the vendor resolves conflicts.

The remainder of this report highlights data points chosen by Scanmarket by Unit4 to illustrate performance in the market and what you should consider when making your next software purchase.

**+83**  
Net  
Emotional  
Footprint

**Scanmarket**  
by **UNIT4**





# DIVING INTO THE DATA

Comparison of Scanmarket by Unit4, Ivalua,  
SAP Ariba, and Coupa Strategic Sourcing



## Beyond Conventional Metrics: Measuring Business Value Created Through Software Partners

While features and functionality are certainly important when choosing a particular platform, long-term satisfaction is most often correlated with how the platform provides value to the business and its users.

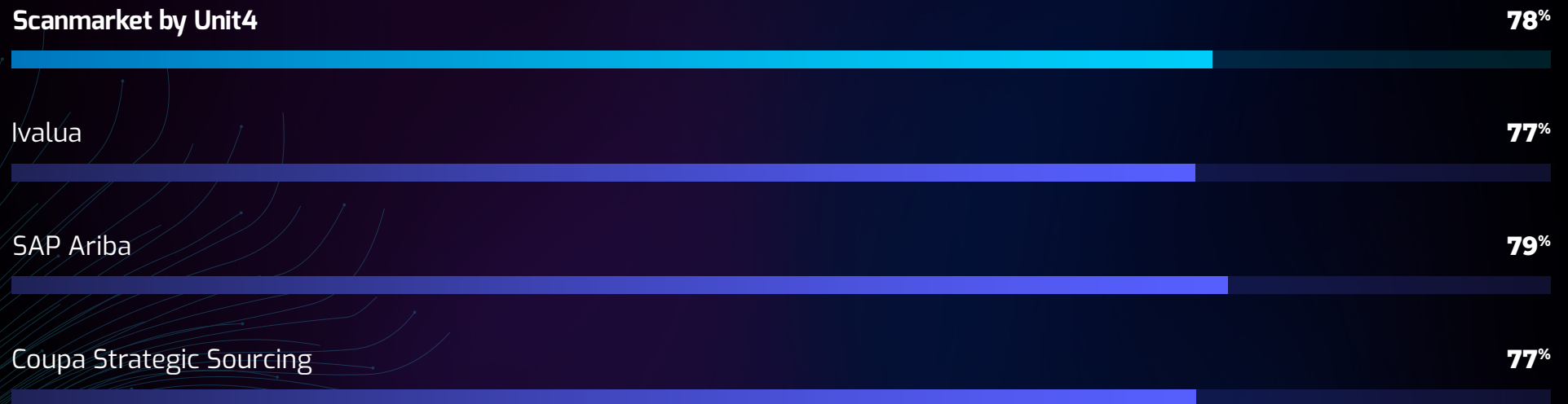
Business value serves as a much more comprehensive measure of how a software solution contributes to an organization's strategic objectives, growth plans, and overall success.

The best software doesn't simply meet immediate needs but also actively contributes to helping an organization with managing costs, revenue growth, employee productivity, and creating a competitive edge.

The image below highlights how users feel their provider supports their business goals and objectives.

### Business value satisfaction

distribution and average rating across featured technology providers



## Implementation Satisfaction — Kicking Off a Partnership the Right Way

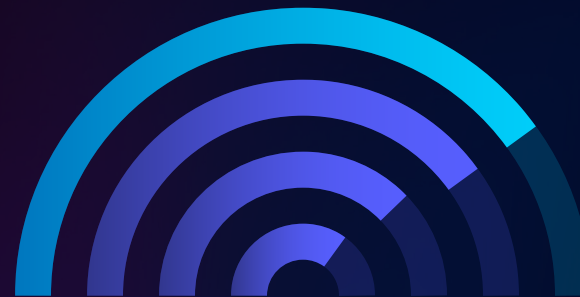
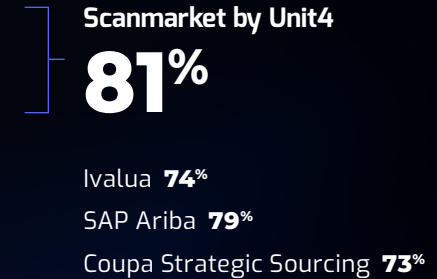
A well-executed software implementation ensures that organizations can leverage the full potential of the technology to enhance productivity, optimize processes, and deliver superior customer experiences.

Software that is easy to implement, adapt, and integrate into your environment minimizes disruptions and configuration effort, saving valuable time and resources.

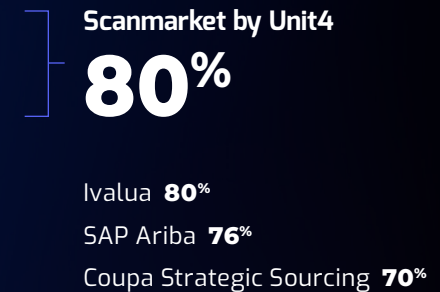
In essence, successful software implementation is the linchpin for ensuring you maximize value – and minimize risk – from your software investments.



**Ease of Implementation**



**Ease of IT Administration**



**User satisfaction on various factors** that support a successful software implementation among technology providers within the **Strategic Sourcing** market

## Vendor Support: The Front Door to Satisfied Customers

The support organization is often the first point of contact for users, so it has a pivotal role in setting the overall tone for the vendor-customer relationship. When contacting support, whether for general questions or to report an emergency, users expect their issues to be resolved quickly and effectively by a supportive and empathetic partner.

The level and quality of vendor support should be a critical factor in choosing the right software provider. It is important for organizations to choose a partner that demonstrates a commitment to customer success and has the capability to ensure its applications are performing optimally.

**Vendor Support satisfaction** from highly satisfied to disappointed across indicated vendors. Percentage indicates customers' overall average % satisfaction with vendor support.

Scanmarket by Unit4

84%



Ivalua

73%



SAP Ariba

67%



Coupa Strategic Sourcing

74%



User Sentiment Feedback



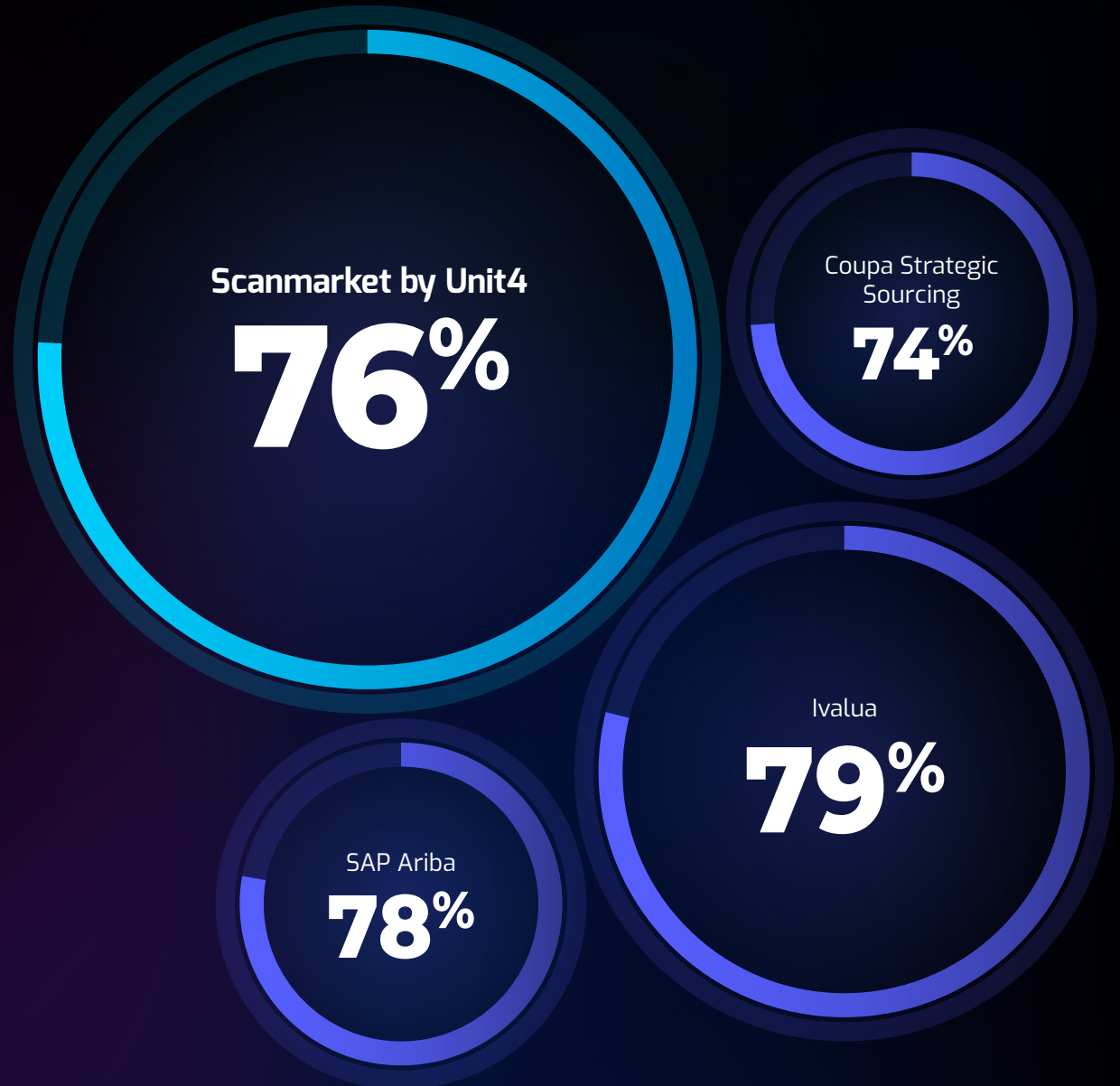
## Elevating Success With User-Friendly Software

Software's ease of use is closely linked to adoption rate, time to value, and employee job satisfaction.

Software solutions that are user friendly and require minimal training not only reduce the learning curve but also empower employees to use the tool to its fullest potential.

Ultimately, a strong user experience in the software leads to increased productivity, fewer errors, and a smoother workflow, allowing organizations to maximize the return on investment from their software purchases.

Users reported **satisfaction with the Usability and Intuitiveness** of their software.





# The Power of the **Vendor Relationship**

The importance of the relationship with a software vendor is often underestimated during the selection process, yet it is crucial to establishing a long-term, mutually beneficial partnership.

While selection projects typically focus on features and functionality, organizations need to consider how the vendor relationship plays into long-term success with their technology providers.

A strong vendor relationship will be one where the provider actively ensures its customers are using its tools effectively, continuously invests in its products to respond to market needs, and actively engages in customer-centric service, contracting, and problem resolution practices.

SoftwareReviews assesses the strength of vendor relationships through the Emotional Footprint metric. This evaluates how vendors interact with their customers across 27 aspects of the customer experience, offering a comprehensive view of the potential partnership. The Net Emotional Footprint, using a Net Promoter methodology, provides an overall rating of customer satisfaction and user experience with their technology providers.

The strength of the **Vendor Relationship** with its customers is referred to as the overall Emotional Footprint. The data is a rollup of 27 questions that make up the overall **Net Emotional Footprint** score.





# Setting Your Partnership Up the Right Way Through **Positive Contracts and Negotiations**

The initial contract and negotiation phase with a software provider is crucial, marking your first real interaction with them. This stage not only reveals the character of the organization and its people but also sets the foundation for your future partnership.

A successful partnership is built on transparency, trust, and collaboration, all of which should be reflected in a fair and clear contract.

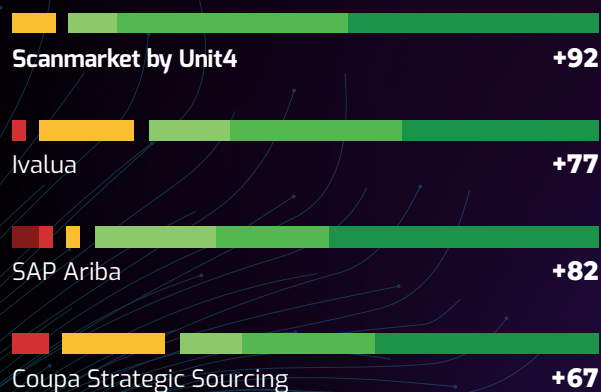
The negotiation process is more than a formality; it establishes the relationship's tone, indicating the level of cooperation you can expect. This early interaction is key to determining the success and nature of your working relationship, emphasizing the importance of thoughtful and strategic contract negotiations.

Scoring is based on the Net Promoter methodology using components of the **Contract and Negotiation experience with the vendor.**

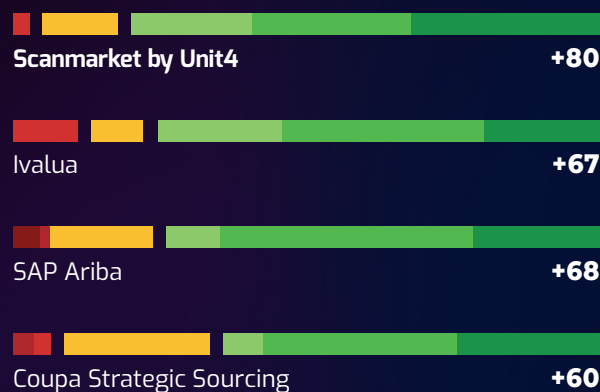
## Emotional Spectrum Scale



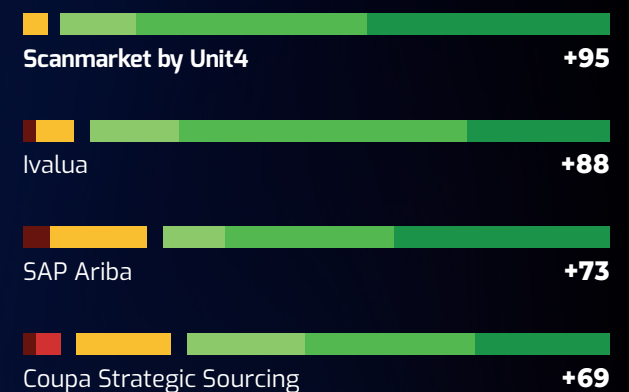
### Transparent vs. Deceptive



### Over Delivered vs. Over Promised



### Friendly Negotiation vs. Hardball Tactics



# Why **Service Is So Essential** in Your Software Partnerships

The service experience is more than just a friendly voice on the other end of a phone or a cheerful email response. It is about efficiently and effectively addressing client issues, regardless of the source or impact of the request.

With the heavy reliance organizations have on their business software, the service interactions you have with your software provider are instrumental in ensuring value from the partnership.

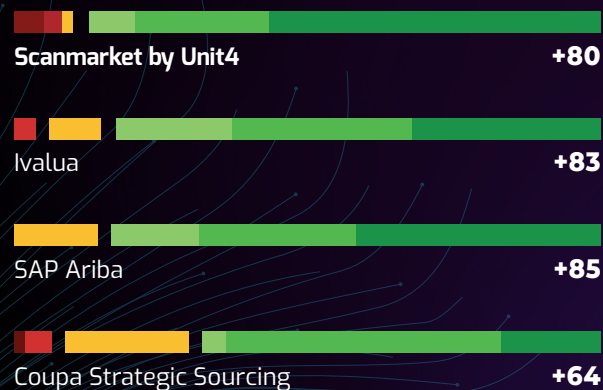
Service experience emerges as a pivotal factor to consider when selecting a software provider because it exerts a direct influence on your overall experience with the software and your satisfaction as a user. While the software itself may be robust and feature-rich, without responsive and effective service, you can encounter obstacles during implementation, troubleshooting, and ongoing support.

Scoring is based on the Net Promoter methodology using selected components of the **Service Experience** working with the vendor.

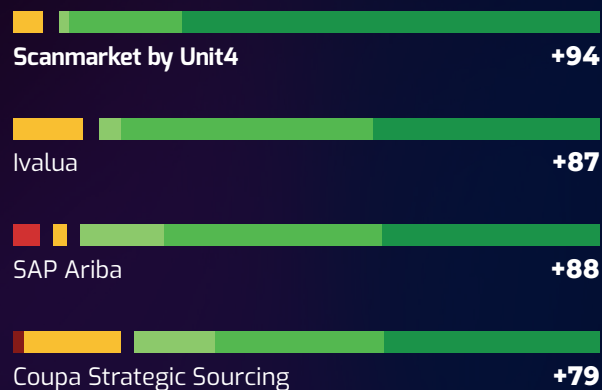
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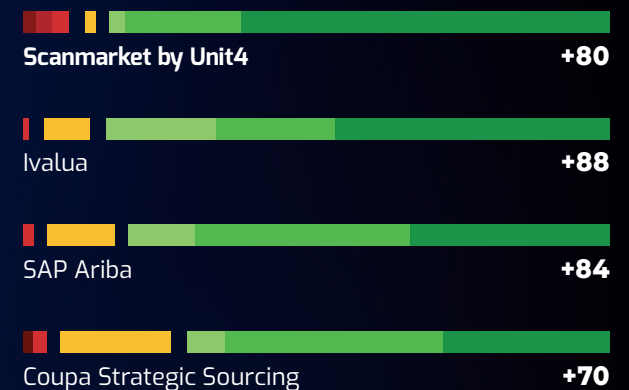
### Effective vs. Frustrating



### Respectful vs. Disrespectful



### Saves Time vs. Wastes Time



## Conflict Resolution: Choose a Partner That Has Your Back

A provider's ability to effectively manage and resolve conflicts is a vital component of a healthy partnership. Unfortunately, predicting how a partner will react to issues is difficult until a problem actually occurs.

Conflicts are a natural part of any relationship. The best vendors will navigate and resolve disputes fairly while maintaining the integrity of the partnership.

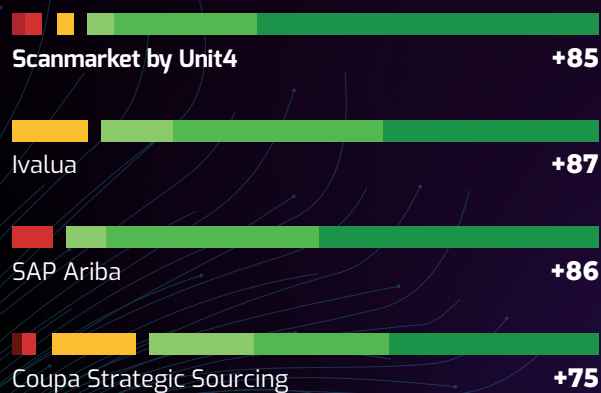
Having confidence that your chosen vendor will approach issues with professionalism, fairness, and a cooperative attitude is essential for peace of mind, and that is possibly the most important factor in a healthy, productive relationship.

Scoring is based on the Net Promoter methodology using selected components of the **Conflict Resolution** experience of working with the vendor.

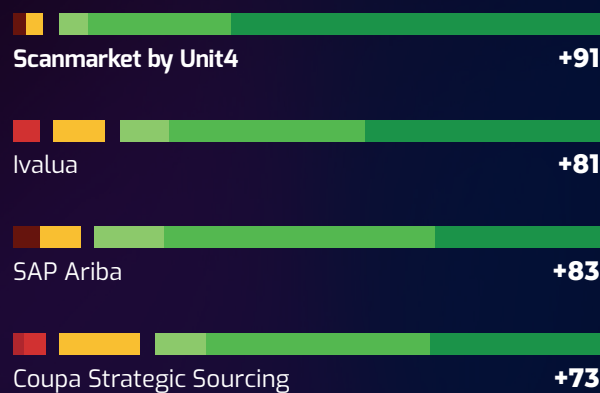
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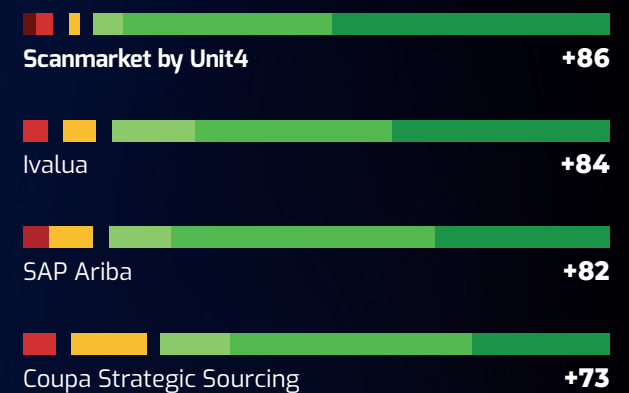
### Trustworthy vs. Big Fat Liars



### Fair vs. Unfair



### Integrity vs. Lack of Integrity



# Focus on What Matters to You

Regardless of whether you are at the beginning of your journey or reevaluating your software needs, finding a solution that will meet the needs of your business, your employees, and your customers today starts with good data.

When first evaluating software, avoid being drawn in by those surface-level factors that catch your attention and dive in to focus on what will drive satisfaction in the long run. When finally making that decision, remember that satisfaction with your software vendor extends well beyond strong features at a competitive price point.

Long-term partnerships do start with having a product that meets your functional needs, but long-term satisfaction relies on your relationship with your vendor: the vendor's ability to understand your business priorities and commit to its software supporting your business processes not just after the initial sale, but into the future.

## SURFACE-LEVEL SATISFACTION DRIVERS

Surface-level satisfaction has immediate effects, but these are sometimes short-term or limited to certain groups of users. These factors include:

- Novelty of New Software
- Ease of Implementation
- Financial Savings
- Breadth of Features

## DEEP SATISFACTION DRIVERS

Deep satisfaction drivers have long-term and meaningful impact on the way that organizations work. They maintain and increase satisfaction over time by reducing complexity and delivering exceptional quality. These factors include relationship sentiments such as:

- Strategy and Innovation
- Service Experience
- Product Experience
- Negotiation and Contract



# About This Report

## What Is Strategic Sourcing?

Strategic sourcing software provides source-to-contract solutions that continuously improve the procurement activities of a company. Features include, response tracking, configurable bidding, automated post-bid analysis, supplier scorecards, and contract negotiation capabilities.

## About Scanmarket by Unit4

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For more information visit  
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## Data Sources

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Data for **SAP Ariba** was sourced from the February 2024 Product Scorecard Report

Data for **Coupa Strategic Sourcing** was sourced from the February 2024 Product Scorecard Report



# About **SoftwareReviews**

With practical advisory services and a data-driven approach, SoftwareReviews' mission is to improve the B2B software experience for all software buyers and providers.

SoftwareReviews' pragmatic tools and detailed customer insights help software buyers maximize success with their technology decisions. SoftwareReviews collects the most in-depth customer review data from both business and IT professionals to shorten the time to decision and action for software purchasers and improve overall buyer satisfaction.

Combining deep buyer knowledge and experience, SoftwareReviews' go-to-market practice helps technology providers better understand customer needs and accelerates planning and execution of go-to-market and product strategy.

SoftwareReviews is a division of Info-Tech Research Group, a world-class technology research and advisory firm with over two decades of research-based IT advice and technology implementation experience.

## **Our Methodology**

SoftwareReviews collects in-depth quantitative and qualitative feedback data directly from verified end users about their experience with top enterprise software providers. Its proprietary online survey platform gathers more than 130 data points on each product, allowing end users to thoroughly evaluate their experiences using the software, from selection through purchase and service.

Every review is meticulously checked through a robust quality assurance process to ensure it is submitted by a real person with valid credentials for using the software. End-user experience and sentiment measures revealing product feature fit, perceived capabilities, business value drivers, and the quality of the provider relationship are accessible at both a high-level rollup and a more detailed drill-down.

Software reports are available to download at [softwarereviews.com/categories](https://softwarereviews.com/categories)

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