SCANMARKET BY UNIT4
COMPARISON REPORT

FEATURING

Ivalua
SAP Business Network
Coupa Strategic Sourcing

CATEGORY

Strategic Sourcing

Scanmarket
by UNIT4

INFO~TECH
RESEARCH GROUP

SoftwareReviews

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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.

Figure 1

Satisfaction Gap

Likely to Renew

Likeliness to Recommend
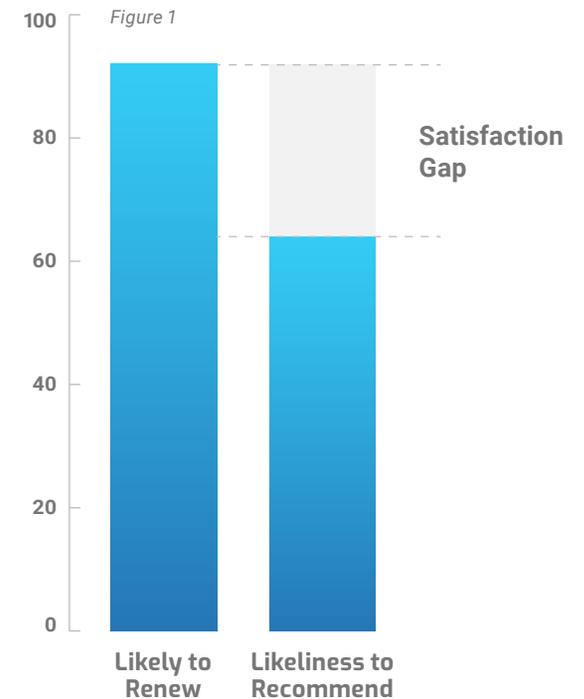
Always **Leverage Data** During Your Selection Process

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
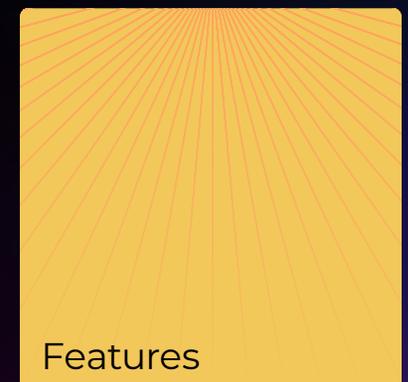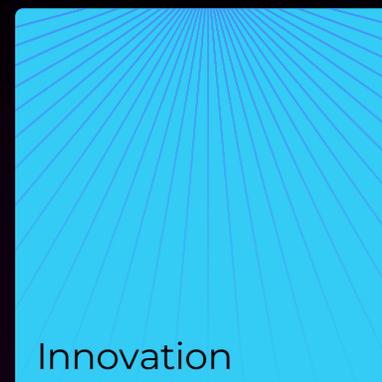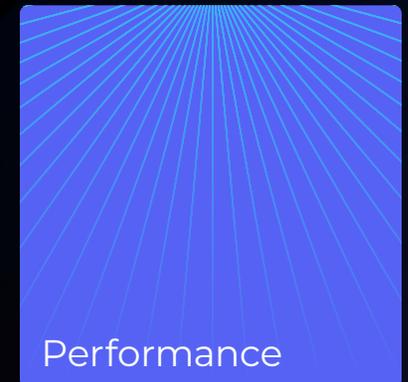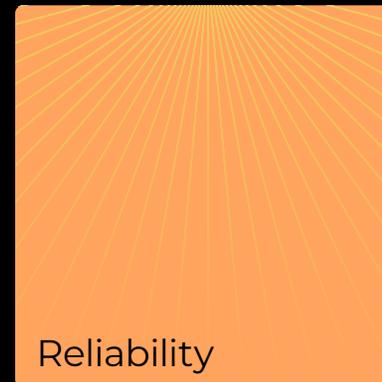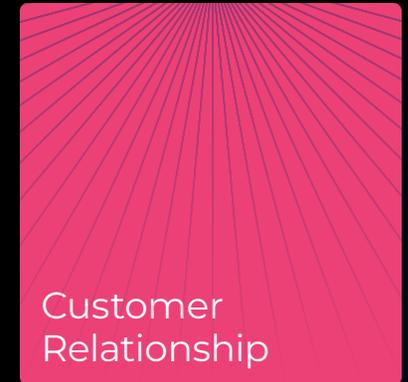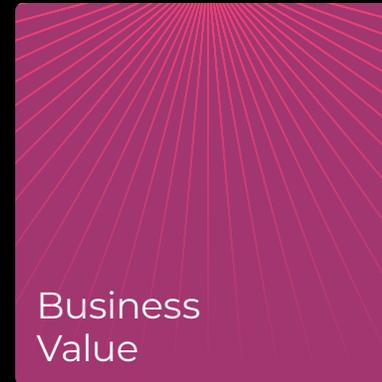
Features

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 Business Network, and Coupa Strategic Sourcing. The report uses select data from SoftwareReviews' 2026 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**

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.

8.2
Composite Score

84%
Likeliness to Recommend

82%
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.

6.9
Composite Score

78%
Likeliness to Recommend

76%
Fair Cost to Value

SAP Business Network

Ariba Network is now SAP Business Network. Making your business part of a dynamic, digital marketplace where millions of buyers and suppliers operating all around the world transact trillions of dollars in business commerce every year.

7.2
Composite Score

84%
Likeliness to Recommend

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.

6.4
Composite Score

78%
Likeliness to Recommend

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.

LIKELINESS TO RECOMMEND

This metric measures how likely a qualified user would be to recommend the product to their peers or colleagues.

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 in the **Data Quadrant**

What Is the Data Quadrant?

The Data Quadrant is a comprehensive evaluation of the top software in the Strategic Sourcing market.

The SoftwareReviews Data Quadrant evaluates and ranks products based on feedback from real, verified users and business professionals. The placement of a software in the Data Quadrant indicates its relative ranking as well as its categorization.

Data is collected from real users, meticulously verified, and visualized in easy-to-understand charts and graphs. Each product is compared against others in its market to create a holistic, unbiased view of the product landscape.

The Data Quadrant is a summation of hundreds of data points that gives you a quick snapshot of the market. Use this detailed report to quickly validate your top features and shortlist your top contenders.

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.

SoftwareReviews

STRATEGIC SOURCING
Data **Quadrant**
FEBRUARY 2026

PRODUCT INNOVATOR

LEADER

Scanmarket
U4

Promena e-Procurement

Jaggaer

Workday Strategic Sourcing

SAP Business Network

GEP Smart

Oracle Procurement Cloud

Ivalua

Coupa Strategic Sourcing

SERVICE STAR

CHALLENGER

PRODUCT FEATURES AND SATISFACTION

VENDOR EXPERIENCE AND CAPABILITIES

Y
X
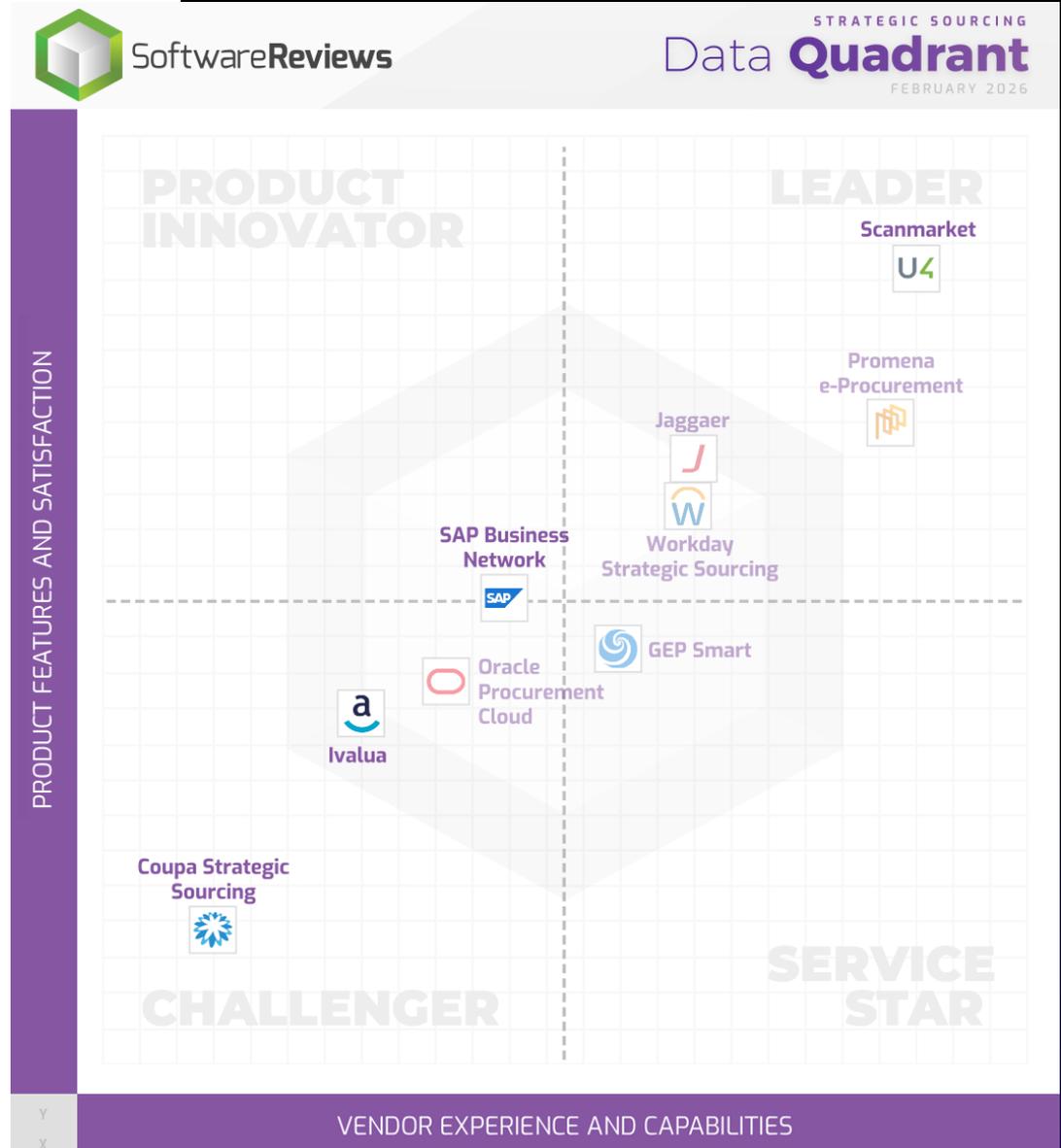
❯ = **Outlier**

How Vendors Performed on the **Customer Experience Score**

What Is the 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.

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.

8.4

Customer Experience Score

Scanmarket *by* UNIT4

| 6.9 | 7.3 | 6.5 |

| Scanmarket by Unit4 | Ivalua | SAP Business Network | Coupa Strategic Sourcing |
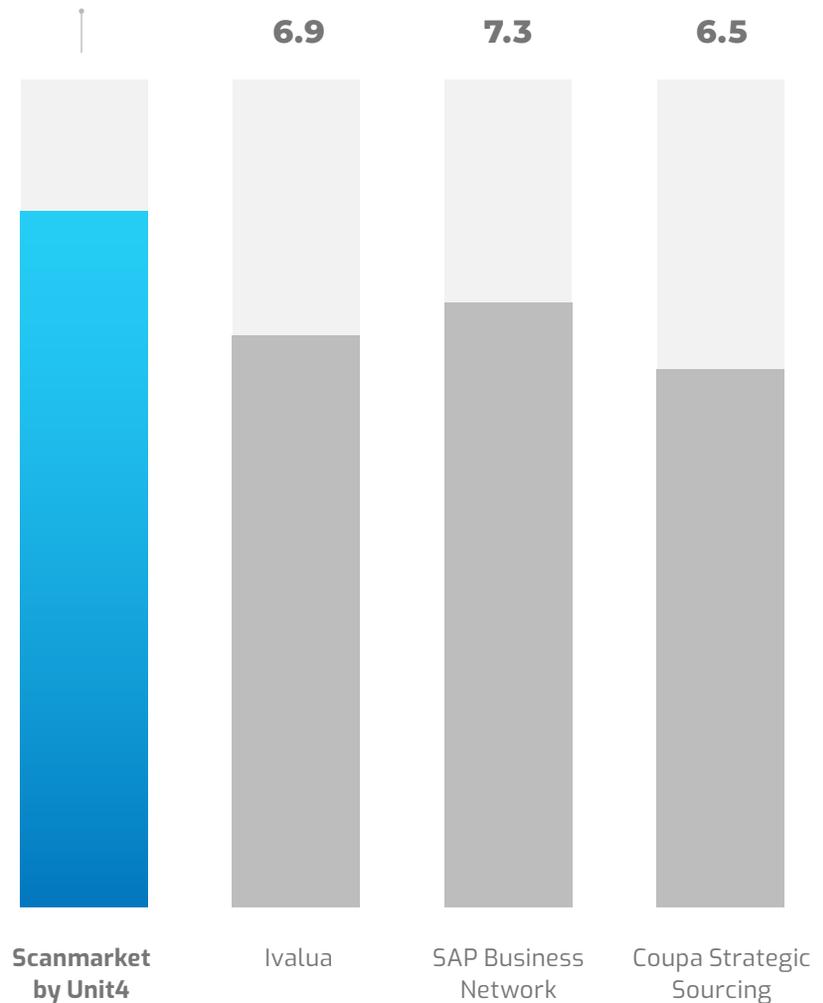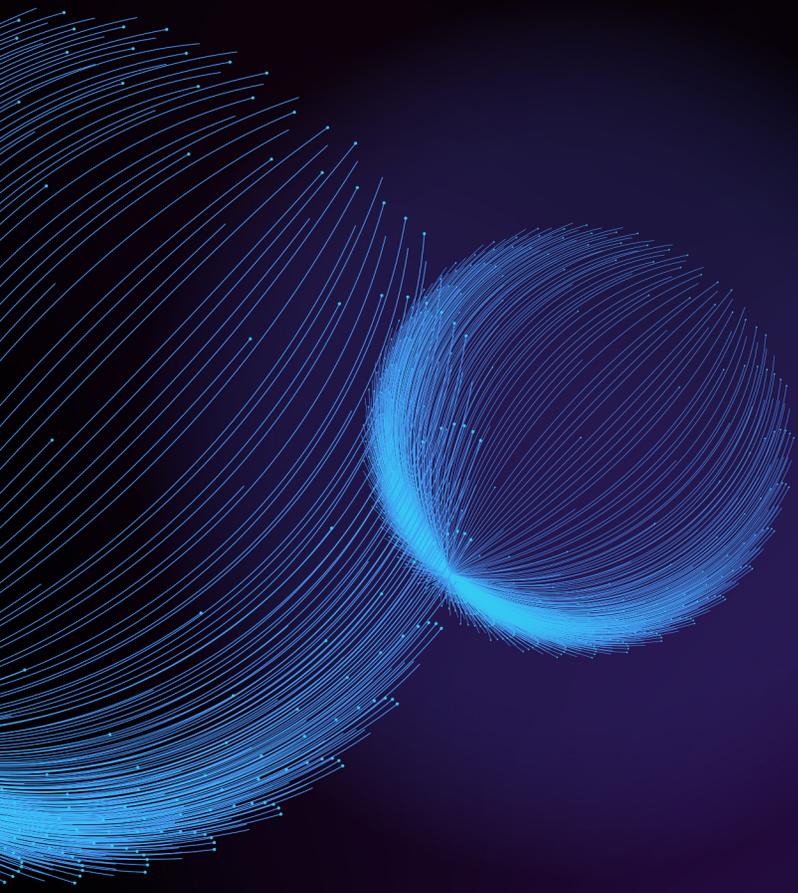
DIVING INTO THE DATA

Comparison of Scanmarket by Unit4, Ivalua,
SAP Business Network, 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

Scanmarket by Unit4   **80%**

Ivalua   **76%**

SAP Business Network   **78%**

Coupa Strategic Sourcing   **77%**

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.

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

Scanmarket by Unit4

85%

Ivalua **75%**
SAP Business Network **78%**
Coupa Strategic Sourcing **73%**

Ease of Implementation

Scanmarket by Unit4

84%

Ivalua **76%**
SAP Business Network **76%**
Coupa Strategic Sourcing **70%**

**Ease of IT Administration**

Scanmarket by Unit4

82%

Ivalua **78%**
SAP Business Network **81%**
Coupa Strategic Sourcing **70%**

Ease of Customization

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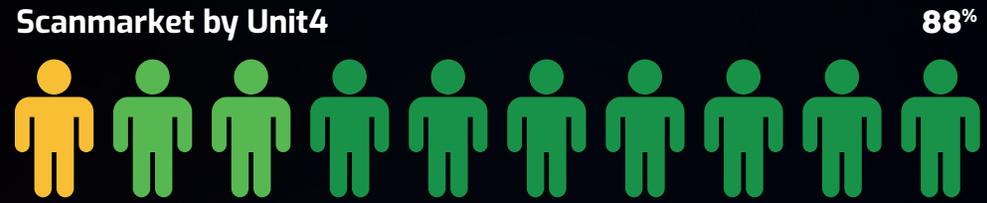
Vendor Support satisfaction from highly satisfied to disappointed across indicated vendors. Percentage indicates customers' overall average % satisfaction with vendor support.

Scanmarket by Unit4   88%

Ivalua   75%

SAP Business Network   68%

Coupa Strategic Sourcing   74%

User Sentiment Feedback

DISAPPOINTS   ALMOST SATISFIES   HIGHLY SATISFIES   DELIGHTS

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.

Scanmarket by Unit4
80%

Coupa Strategic Sourcing
74%

SAP Business Network
81%

Ivalua
75%

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.

Vendor	Score
Scanmarket by Unit4	**+87**
Ivalua	**+71**
SAP Business Network	**+78**
Coupa Strategic Sourcing	**+69**

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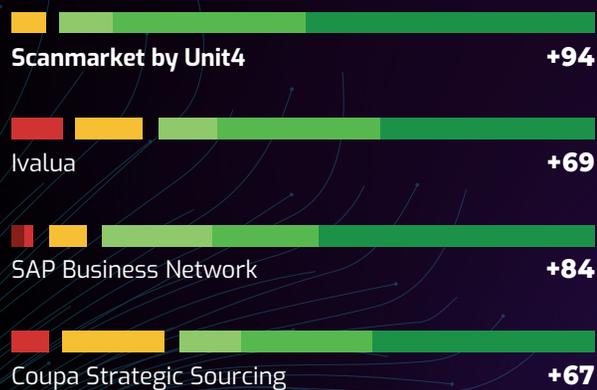
The negotiation process is more than a formality; it establishes the relationship's tone, indicating the level of cooperation you can expect. This early interaction is key to determining the success and nature of your working relationship, emphasizing the importance of thoughtful and strategic contract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

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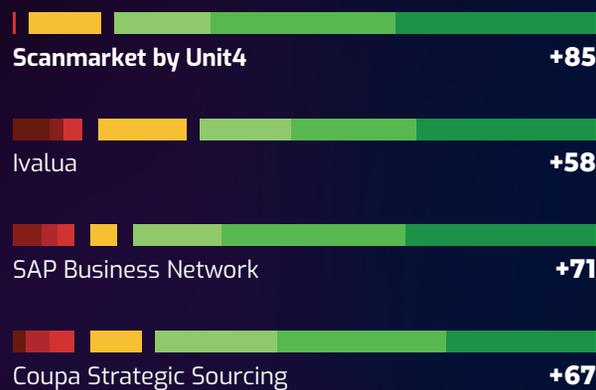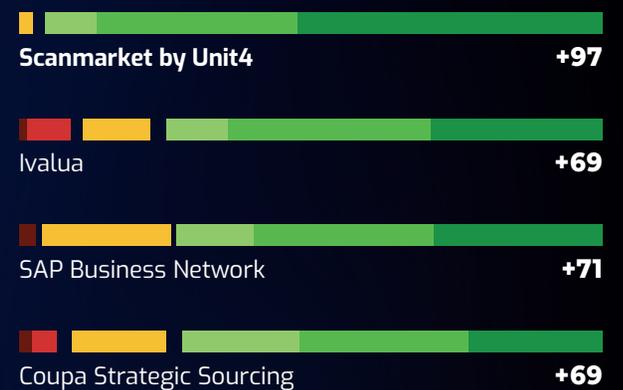
Emotional Spectrum Scale

NEGATIVE   NEUTRAL   POSITIVE

Transparent vs. Deceptive

Scanmarket by Unit4 **+94**

Ivalua **+69**

SAP Business Network **+84**

Coupa Strategic Sourcing **+67**

Client's vs. Vendor's Interest First

Scanmarket by Unit4 **+85**

Ivalua **+58**

SAP Business Network **+71**

Coupa Strategic Sourcing **+67**

Friendly Negotiation vs. Hardball Tactics

Scanmarket by Unit4 **+97**

Ivalua **+69**

SAP Business Network **+71**

Coupa Strategic Sourcing **+69**

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.
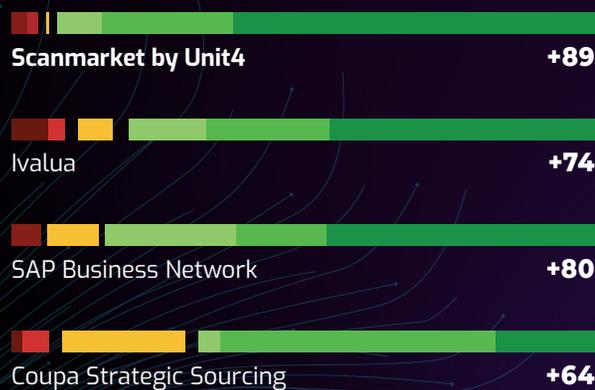
Service experience emerges as a pivotal factor to consider when selecting a software provider because it exerts a direct influence on your overall experience with the software and your satisfaction as a user. While the software itself may be robust and feature-rich, without responsive and effective service, 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**.
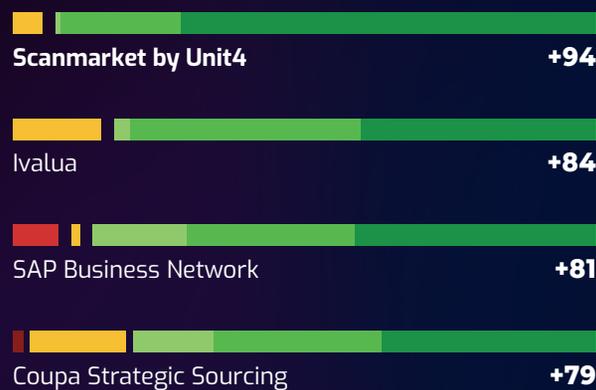
Emotional Spectrum Scale

NEGATIVE   NEUTRAL   POSITIVE

Effective vs. Frustrating

Scanmarket by Unit4	+89
Ivalua	+74
SAP Business Network	+80
Coupa Strategic Sourcing	+64

Respectful vs. Disrespectful

Scanmarket by Unit4	+94
Ivalua	+84
SAP Business Network	+81
Coupa Strategic Sourcing	+79

Saves Time vs. Wastes Time

Scanmarket by Unit4	+89
Ivalua	+78
SAP Business Network	+79
Coupa Strategic Sourcing	+71
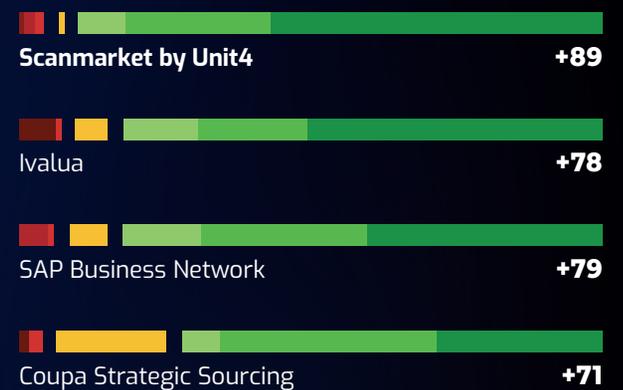
Conflict Resolution: Choose a Partner That Has Your Back

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**.
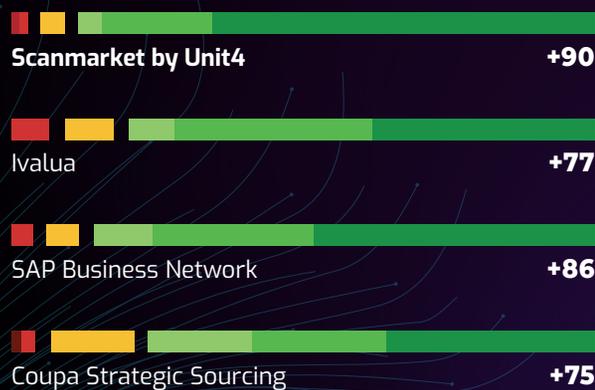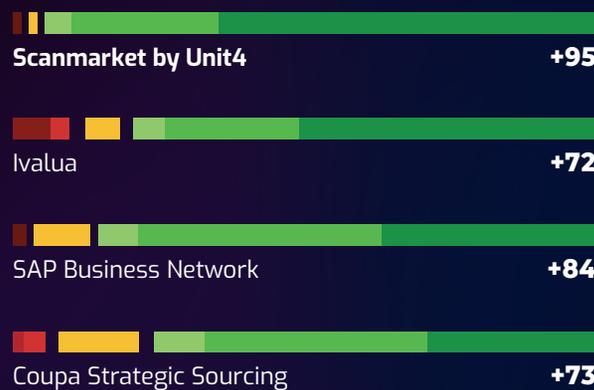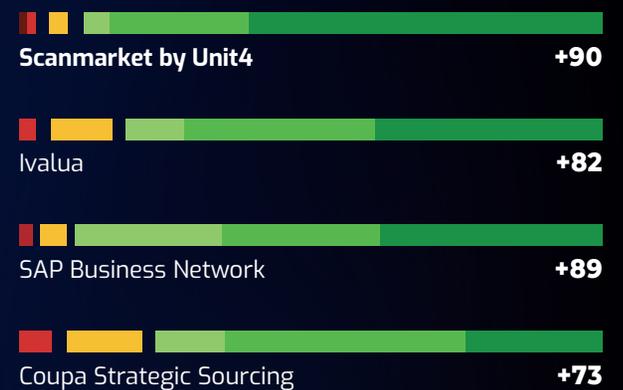
Emotional Spectrum Scale

NEGATIVE   NEUTRAL   POSITIVE

Trustworthy vs. Big Fat Liars

Scanmarket by Unit4   **+90**

Ivalua   **+77**

SAP Business Network   **+86**

Coupa Strategic Sourcing   **+75**

Fair vs. Unfair

Scanmarket by Unit4   **+95**

Ivalua   **+72**

SAP Business Network   **+84**

Coupa Strategic Sourcing   **+73**

Integrity vs. Lack of Integrity

Scanmarket by Unit4   **+90**

Ivalua   **+82**

SAP Business Network   **+89**

Coupa Strategic Sourcing   **+73**

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.
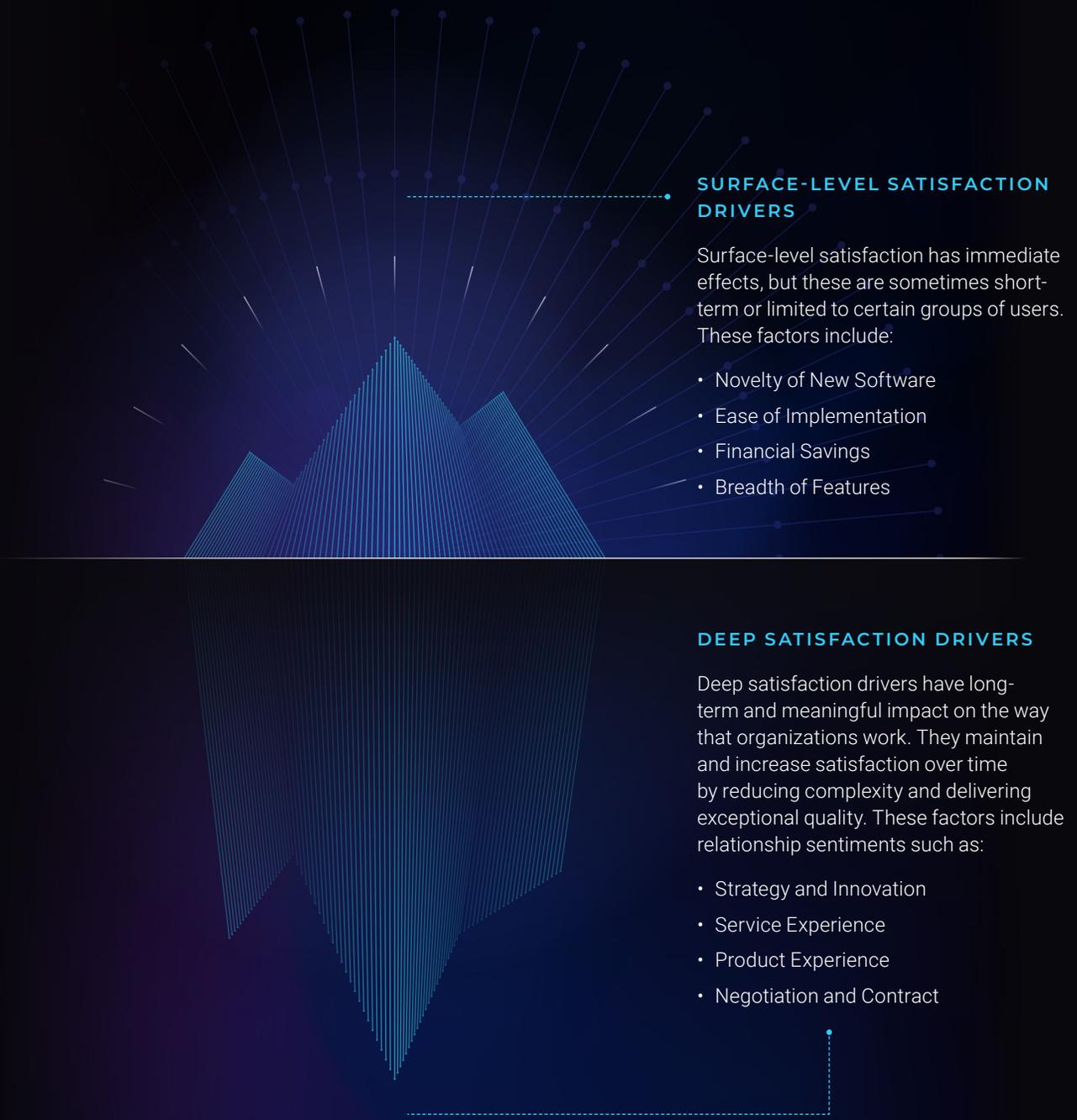
SURFACE-LEVEL SATISFACTION DRIVERS

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

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, and supplier and contract management.

For more information visit
scanmarket.unit4.com

Data Sources

This report has been created on behalf of Scanmarket by Unit4, using selected data from the February 2026 Strategic Sourcing Award Cycle. The opinions and data represented in this report are not based on the opinions of SoftwareReviews or Info-Tech Research Group analysts.

Data for **Scanmarket by Unit4** was sourced from the February 2026 Product Scorecard Report

Data for **Ivalua** was sourced from the February 2026 Product Scorecard Report

Data for **SAP Business Network** was sourced from the February 2026 Product Scorecard Report

Data for **Coupa Strategic Sourcing** was sourced from the February 2026 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**