



NEWS RELEASE

Centric Software Introduces Enhanced SOLIDWORKS Connector for Seamless 3D and PLM Integration

Centric Software levels up SOLIDWORKS connector to break down engineering silos and accelerate time to market for consumer goods companies

CAMPBELL, Calif. May 7, 2024 – [Centric Software®](#), the Product Lifecycle Management (PLM) market leader, is pleased to announce the launch of SOLIDWORKS PDM Connect 1.0, an enhanced PLM connector for SOLIDWORKS and SOLIDWORKS PDM users. Centric Software provides the most innovative enterprise solutions to plan, design, develop, source, buy, make, price, allocate, sell and replenish products such as fashion, outdoor, luxury, multi-category retail, grocery, food & beverage, cosmetics & personal care and consumer electronics to achieve strategic and operational digital transformation goals.

SOLIDWORKS is one of the 3D CAD design solutions most used and preferred by hard goods engineers, especially among consumer goods brands and manufacturers. More than 3 million product designers and engineers worldwide, representing 240,000+ organizations, use SOLIDWORKS to bring their designs to life.

Centric launched a SOLIDWORKS connector in 2021 as part of their 3D agnostic strategy, extending native, end-to-end 3D product design, development and product review with integration between leading 3D design packages and Centric PLM™. The original connector enables 3D designers and product teams to access Centric PLM from SOLIDWORKS and vice versa in order to integrate CAD functions, automate certain tasks, deploy revisions and improve communication between design, engineering and suppliers.

The new SOLIDWORKS PDM Connect 1.0 connector links files from SOLIDWORKS PDM (Product Data Management) to Centric PLM and automates the export of

native 3D (and 2D) files directly to Centric PLM without having to leave the PDM environment. Engineers can also visualize and edit data from Centric PLM in the SOLIDWORKS PDM Windows File Explorer interface.

“In the past, engineers could have set up a macro with hard-coded instructions to export 3D files,” explains Ron Watson, EVP Products and Chief Security Officer at Centric Software. “But then those files still would need to be transferred by those engineers to the correct location. This involved waiting for each file to generate and then make the manual transfer only when the generation is done. With the enhanced connector, a process that would take an entire day can now be completed in minutes utilizing PDM’s own workflows in conjunction with the SOLIDWORKS PDM connector.”

Centric PLM can automatically generate 3D viewables directly from the SOLIDWORKS file, or create a PDF from a 2D drawing associated with the file. These files are viewable directly in PLM by users across departments such as production, sourcing or merchandising, enabling them to review designs in development or build tech packs, for example.

Ron Watson, EVP of Products and CSO at Centric Software notes, “The enhanced SOLIDWORKS connector enables a seamless workflow from SOLIDWORKS to Centric PLM, turning manual processes into hands-off automated operations with significant associated time savings. Engineers free up time to focus on creating great designs and other teams gain accurate insights into designs in progress at an earlier stage, driving faster time to market for consumer goods brands and manufacturers.”

“We are delighted to announce that we have enhanced our SOLIDWORKS connector to bring increased efficiencies to our customers in consumer goods,” says Chris Groves, CEO of Centric Software. “As part of Centric’s 3D strategy, we innovate with customers and solicit their feedback to constantly improve integration between Centric solutions and the 3D tools that teams use every day, building a tighter software ecosystem that works seamlessly to deliver benefits such as greater speed, improved collaboration and cost savings.”

Learn more about [Centric Software](#)

[Request a Demo](#)

Centric Software® (www.centricsoftware.com)

From its headquarters in Silicon Valley, Centric Software provides an innovative and AI-enabled product concept-to-replenishment platform for retailers, brands and manufacturers of all sizes. As experts in consumer goods like fashion, outdoor, luxury, home, multi-category retail, grocery, food & beverage, cosmetics & personal care and consumer electronics, Centric Software delivers best-of-breed solutions to plan, design, develop, source, buy, make, price, allocate, sell and replenish products.

- **Centric PLM™**, the leading PLM solution for consumer goods, optimizes product execution from ideation to development, sourcing and manufacture, realizing up to 50% improvement in productivity.
- **Centric Planning™** is an innovative, cloud-native, AI solution delivering end-to-end planning capabilities to maximize retail and wholesale business performance resulting in a 110% increase in margin.
- **Centric Pricing & Inventory™** leverages AI to drive margins and boost revenues by up to 18% via price and inventory optimization from pre-season to in-season to season completion.
- **Centric Market Intelligence™** is an AI-driven platform giving insights into consumer trends, competitor offers and pricing to boost competitiveness and get closer to the consumer, with a proven 12% increase in average initial price point.
- **Centric Visual Boards™** pivot actionable data in a visual-first orientation to ensure robust, consumer-right assortments and product offers, increasing product portfolios by up to 90% using the same resources.

Centric Software's market-driven solutions have the highest user adoption rate, customer satisfaction rate and fastest time to value in the industry. Centric Software has received multiple industry awards and recognition appears regularly in world-leading analyst reports and research.

Centric Software is a subsidiary of Dassault Systèmes (Euronext Paris: #13065, DSY.PA), the world leader in 3D design software, 3D digital mock-up and PLM solutions.

Centric Software is a registered trademark of Centric Software, Inc. in the US and other countries. Centric PLM, Centric Planning, Centric Pricing & Inventory, Centric Market Intelligence and Centric Visual Boards are Trademarks of Centric Software, Inc. All third-party trademarks are trademarks of their respective owners.

Media Contacts:

Centric Software

Americas: Jennifer Forsythe, jforsythe@centricsoftware.com

EMEA: Kristen Salaun-Batby, ksalaun-batby@centricsoftware.com

APAC: Lily Dong, lily.dong@centricsoftware.com