



News Release

ON Running Takes the Lead on Product Performance with Centric Software's Field Testing Mobile App

Revolutionary Swiss running shoe company chooses Centric's Field Testing app to drive product innovation and performance

Campbell, Calif, November 29, 2016 –ON, an award-winning running shoe company from Switzerland has chosen Centric Software's [Field Testing mobile app](#) to drive product innovation and performance. Centric's Field Testing app, much like ON, is a new innovation and is unique on the market; it was designed to help apparel, footwear and outdoor companies both track the usage and performance of prototypes and samples of clothing, footwear and hard goods. Centric is the leading Product Lifecycle Management (PLM) solution for fashion, retail, footwear, luxury, outdoor and consumer goods companies. The Field Testing app works seamlessly with Centric's PLM platform or can also be used as a stand-alone solution.

Founded in Zurich in 2010, ON engineers, designs and delivers unique running shoes that offer both a cushioned landing and a firm take off. Inspired by three-time World Duathlon Champion and Ironman winner Olivier Bernhard and friends Caspar Coppetti and David Allemann, the brand provides the ultimate running experience for its customers offering running shoes that provide a unique combination of comfort and speed.

With the shoe now available in over 2'400 specialist running stores in over 50 countries and additional entities in the U.S. in Portland, Oregon and Yokohama in Japan ON is experiencing incredible growth and was looking for an innovative way to optimize their field testing process to ensure only the best quality products reach market.

ON initially contacted Centric in July 2016 as they experienced the need to capture feedback from athletes, brand ambassadors and other product testers while out in the field.

"Centric's Field Testing App will help us to manage the increased complexity in our business and streamline our testing process and collaboration with some of the world's greatest athletes, who are working together with us to create the best product possible," said Olivier Bernhard, company owner and founder of ON.

"It is an honor to partner with such an exciting and revolutionary company and to help them continue to innovate the running scene," says Chris Groves, President and CEO of Centric Software, "We look forward to working with ON for many years to come."

ON (www.on-running.com)

ON was founded in 2010, with the comfort and welfare of runners across the globe in mind. Following half a century of running axioms that have failed to produce a significant drop in running injuries, ON suggests to simply run how you are meant to run. It is their revolutionary running shoe that can provide you with the means to do just that, and to make the running experience a comfortable and enjoyable one.

Centric Software (www.centricsoftware.com)

From its headquarters in Silicon Valley and offices in trend capitals around the world, Centric Software builds technologies for the most prestigious names in fashion, retail, footwear, luxury, outdoor and consumer goods. Its flagship product lifecycle management (PLM) platform, Centric 8, delivers enterprise-class merchandise planning, product development, sourcing, business planning, quality and collection management functionality tailored for fast-moving consumer industries. Centric SMB packages extended PLM including innovative technology and key industry learnings tailored for small businesses.

Centric Software has received multiple industry awards, including the Frost & Sullivan Global Product Differentiation Excellence Award in Retail, Fashion and Apparel PLM in 2016 and Frost & Sullivan's Global Retail, Fashion and Apparel PLM Product Differentiation Excellence Award in 2012. Red Herring named Centric to its Top 100 Global list in 2013, 2015 and 2016.

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