



## NEWS RELEASE

### **Centric Software Unveils AI-Driven Solutions for Product Concept to Replenishment for Fashion & Retail at NRF Asia 2024**

*Best-in-class solutions for fashion & retail enable brands and retailers to make data-driven decisions, execute in real-time and maximize revenue for real-time retail optimization*

**CAMPBELL, Calif., May 6, 2024** – [Centric Software®](#) the Product Lifecycle Management (PLM) market leader, is set to showcase its AI-driven solutions to fuel 'real-time retail' at NRF Asia 2024, retail's most important event in the region.

In the face of supply chain disruptions and intense competition, brands and retailers are under immense pressure to maximize profits, respect sustainability & other compliance requirements and make consumers happy. Solutions from Centric Software empower brands and retailers to produce winning product portfolios, gain visibility to make data-driven decisions and execute, replenish and re-price in real-time with its end-to-end AI-powered solutions.

Founded in 2003, Silicon Valley based Centric Software provides an innovative product concept to launch platform for retailers, brands and manufacturers of all sizes and segments of the consumer goods industry including fashion, footwear, luxury, outdoor, consumer electronics, cosmetics & personal care and food & beverage.

Today, Centric is trusted by 18,000 brands, retailers and manufacturers worldwide, such as Pan Pacific International Holdings (PPIH), Kmart, Sephora, Samsung Fashion C&T, Swarovski, Trent Limited and Lyfen for its commitment to innovation, industry expertise, 100% go-live rates and seamless integration

capabilities.

Since 2018, Centric has been incorporating AI tools in its flagship Product Lifecycle Management (PLM) solution and AI/ML are now options in all of its solutions for faster, better decision-making, task automation and the elimination of manual work. Centric's latest acquisition of aifora (now Centric Pricing & Inventory™) further strengthens its AI capabilities, enabling retailers to predict future demand and replenishment needs and optimize pricing, fostering real-time retail capabilities.

Customers of Centric have experienced tangible ROI, including:

- Improved margins by 4-15%
- Reduced excess inventory by 60%
- Reduced discounting up to 60%.
- Sped up creation of assortment presentations by 99%
- Reduced time to market by 40 to 60%

Centric will be at NRF Asia 2024 to present its AI-powered solutions for brands and retailers to orchestrate a competitive retail and product strategy, maximize revenues, increase agility, speed time to market, get closer to consumers and enable sustainability and compliance.

**Expo booth:** Visit Centric's booth #519 and experience live demos of:

- Centric PLM™: Centric's flagship solution that streamlines product design, development, sourcing, quality & compliance, packaging & proofing, sustainability and digital product creation.
- Centric Planning™: Best-in-class, easy-to-use and visually-driven financial, merchandise and assortment planning as well as store & vendor forecasting for seamless and fast, pre and in-season execution.
- Centric Pricing & Inventory: Predictive pricing retail automation platform that enables brands and retailers to achieve continuous growth and profitability improvement through data-driven pricing, inventory management and allocation practices.
- Centric Visual Boards™: A live visual interactive workspace designed to bridge the gap between systems, processes and teams to achieve the

ultimate assortment performance across all sales channels for any product driven company.

- Centric Market Intelligence™: AI-driven pricing intelligence, competitive benchmarking, trend forecasting and product matching capabilities

**Keynote session:** Mark your calendars for our keynote session, **“Real-time Retail with AI: AI-powered Planning, Pricing, Inventory and PLM to Drive Profitability, Enable Sustainability & Stay Close to Consumers”** on June 13 from 11:45 am–12:15 pm. Discover AI-driven solutions enabling real-time retail optimization through data-driven decisions, automation and industry best practices from concept to replenishment.

Book a one-on-one meeting with Centric at [NRF Asia 2024](#)

**Centric Software® ([www.centricsoftware.com](http://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.

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