

# Best-of-Breed Transformative Solutions for Fashion and Apparel Brands and Retailers

## Centric PLM®

Streamline product development from concept to launch with the market-leading, cloud-based PLM with built-in industry best practices. Boost collaboration, speed time to market, lower COGS and drive sustainability with real-time product data and analytics in one place.

## Centric Planning™

Maximize margins and reduce inventory with a powerful data and AI/ML-driven solution for all stages of the planning lifecycle including merchandise financial planning, assortment, range and demand planning as well as store and vendor replenishment.

## Centric Pricing™

Drive revenue growth with enhanced product mix and pricing. Achieve this through AI-powered competitive assortment benchmarking, product price optimization and product trend insight.

“ Today, we manage quality data in Centric PLM and we can track if products are recycled or which ones are made up of organic cotton for example, which is helpful to measure our sustainability progress.

Rebecca Johansson,  
Sustainability Manager



3 COLOUR

**100%**

BOM  
accuracy

GUESS

**x2**

Increase in  
operating margins



**75%**

Increase in category  
managers' capacity

GYMSHARK

**30%**

Improvement in  
design productivity

**1 MONTH  
TO 1 WEEK**

Reduction in  
planning cycles

SUPERDRY® 冒險魂

**19%**

Increase in  
product completion

## Why Choose Centric?

- ✓ **Cloud-based platform** – sync people, products and processes globally in real-time
- ✓ **User-friendly interface** – onboard users easily with a visual and intuitive interface
- ✓ **Enterprise connectivity** – easily integrate with most third-party systems including ERP, PIM, 2D & 3D design software, APIs, E-commerce, communication tools & more
- ✓ **Data security and compliance** – aligned with most globally recognized information security frameworks including SOC 3 and GDPR
- ✓ **Industry-leading innovation** – including AI, machine learning, 3D & more

“

We looked at a lot of PLM solutions, but we settled on Centric because simply, it made sense to us. The ability to have everything under one roof — tech packs, spec and costings makes things really straightforward.

**Mark Rogers,**  
Head of Operations



**99%** Customer Retention Rate **100%** Go-Live Rate  
Thousands of brands use Centric solutions including



SWAROVSKI

SAINT LAURENT



Calvin Klein

Discover how fashion and apparel brands and  
retailers digitally transform with Centric solutions



REQUEST A DEMO

 CentricSoftware®



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