



NEWS RELEASE

ASICS Streamlines Product Concept to Launch with Centric Software

Sportswear leader has partnered with Centric Software since 2016 to centralize data, systematize go-to-market and enhance global standard process

CAMPBELL, Calif., September 4, 2023 –[Centric Software®](#) and ASICS, the global sports brand, are celebrating their long-term partnership with the release of a success story. Centric Software provides the most innovative enterprise solutions to plan, design, develop, source, price and sell products such as apparel, footwear, sporting goods, furniture, home décor, consumer electronics, cosmetics, food & beverage and luxury to achieve strategic and operational digital transformation goals.

ASICS Corporation is a global designer and manufacturer of sporting goods including performance athletic footwear, apparel and accessories. The company was founded in 1949 by Kihachiro Onitsuka. Inspired by the old Latin phrase “Anima Sana In Corpore Sano”, meaning “A Sound Mind in a Sound Body”, his vision was to promote the health of young people through sport. The company is at the forefront of the performance sports market worldwide.

ASICS implemented [Centric PLM™](#) in 2016 to replace disparate business systems used by various teams to manage the product lifecycle. Today, thousands of users like merchandisers, product developers, external suppliers and more have one reliable source for all product data, enabling better collaboration and cutting time spent searching for information.

“We can reduce the time it takes to complete the entire process from planning to development,” says Gogo Tanaka, General Manager of Digital Supply Chain at ASICS. “Product master data from Centric is integrated with downstream systems, so we avoid duplicate maintenance of data in different systems.”

In 2019, ASICS implemented Centric’s Visual Assortment Boards, empowering

teams to automate line sheet creation and collaborate to visually create merchandising plans.

“I remember seeing our apparel merchandisers and development teams sitting together with a big board where they did all their merchandise mapping, using printed images,” says Orhan Guc, PLM Specialist at ASICS. “It was not easy to store those boards and retrieve data. Now any decisions that are made and related data are stored in one digital location, and other teams such as product developers can add their input and share ideas.”

ASICS uses Centric PLM and Centric Visual Boards™ across both of their divisions – footwear and apparel & accessories – to navigate the new landscape of hybrid working, reducing physical meetings and replacing them with instant digital visual collaboration to streamline their product concept to launch process.

“We are honored that ASICS have chosen to work with us since 2016, and we have deepened our partnership with the successful implementation of Centric Visual Boards,” says Chris Groves, President of Centric Software. “We look forward to working further with ASICS to streamline and strengthen their go-to-market processes.”

[Read the ASICS success story](#)

[Request a Demo](#)

ASICS (www.asics.com)

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needs of professional athletes and inviting more people to sports. The company is at the forefront of the performance sports market worldwide.

Centric Software (www.centricsoftware.com)

From its headquarters in Silicon Valley, Centric Software provides a product concept to launch platform for consumer goods such as fashion, retail, footwear, luxury, outdoor, consumer electronics, cosmetics & personal care and food & beverage. Centric Software's flagship Product Lifecycle Management (PLM), Centric PLM™, delivers enterprise-class merchandise planning, product development, sourcing, quality and product portfolio optimization innovations specifically for fast-moving consumer industries. Centric Visual Boards™ offer highly visual, touch-screen experiences for collaboration and decision-making. Centric Planning™ is an innovative, cloud-native, augmented-intelligence solution delivering end-to-end retail planning to maximize retail and wholesale business performance. Centric Pricing™, is an AI-driven market insight platform for data-informed decision-making on pricing and product assortments to maximize revenue and margins. Among many other market-driven innovations, Centric Software is widely known for its connectivity to dozens of other enterprise systems, including ERP, DAM, PIM, e-com and more, in addition to creative tools such as Adobe® Illustrator, a host of 3D CAD connectors and sustainability tools, such as HIGG. Centric Software has the highest user adoption rate, customer satisfaction rate and fastest time to value in the industry.

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 has received multiple industry awards and recognition, including being named by Red Herring to its Top 100 Global list several times. Centric Software also received five excellence awards from Frost & Sullivan over the past decade and 4 excellence awards from Just Style.

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