



## NEWS RELEASE

### **Centric Software Showcases AI Strategies for Retail Planning and Pricing Optimization at Paris Event**

*Fashion, luxury and outdoor brands and retailers maximize revenues with best-in-class planning and pricing solutions*

**CAMPBELL, Calif., May 29, 2024** – [Centric Software®](#), market-leader in consumer goods Product Lifecycle Management (PLM), is excited to host its Paris Centric Connect planning and pricing optimization event for merchandise planning and inventory allocation leaders. Centric Software provides the most innovative enterprise solutions to plan, design, develop, source, buy, make, price, allocate, sell and replenish to achieve strategic and operational digital transformation goals.

This two-day experience, to be held at the historic OPENMIND space in Paris on June 5 – 6, is tailored to fashion, luxury and outdoor brands and retailers. Attendees will have an opportunity to discover AI and other market-driven, cutting-edge technologies covering a wide range of margin-critical processes: merchandise planning, assortment localization, omni-channel growth and in-season pricing optimization. In addition to best-practice key learning sharing, there will be a focus on maximizing margins and driving ROI through real-life use cases.

Attendees will discover valuable insights on how AI is fueling the planning and pricing revolution in retail. They will network, explore the latest trends and gain valuable insights from industry peers and Centric experts.

"We're truly excited to be joined by leading brands and retailers in the heart of Paris for Centric Software's first Planning and Pricing Optimization Summit," says Simone Pozzi, Senior Vice President Planning. "Global experts and industry pioneers

will converge to unlock their experience in transforming the merchandising processes and organizations to adopt a Real-Time Retail approach shaping the future of the Fashion and Retail industry"

Those who wish to attend should register for this value-packed event without delay.

To request a seat, [register now!](#)

**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.

*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](mailto:jforsythe@centricsoftware.com)

EMEA: Kristen Salaun-Batby, [ksalaun-batby@centricsoftware.com](mailto:ksalaun-batby@centricsoftware.com)

APAC: Lily Dong, [lily.dong@centricsoftware.com](mailto:lily.dong@centricsoftware.com)