



## NEWS RELEASE

### **With Petit Bateau Partnership, Centric Software Reinforces Leadership of AI-Powered Competitive Market Intelligence Solution**

*Petit Bateau fine-tunes pricing and assortment strategy to get closer to consumers*

**CAMPBELL, California, June 21, 2024** - [Centric Software®](#) is pleased to announce that Petit Bateau has selected Centric Market Intelligence™ to execute its data-driven pricing strategy. Centric Software provides the most innovative enterprise solutions to plan, design, develop, source, buy, make, price, allocate, sell and replenish products such as fashion, outdoor, luxury, multi-category retail, grocery, food & beverage, cosmetics & personal care and consumer electronics to achieve strategic and operational digital transformation goals.

Founded in Troyes in 1893, Petit Bateau is synonymous with quality and French know-how. This legacy is embodied by its 2600 employees who write the brand's history every day, all over the world. Today, Petit Bateau operates in 55 countries, through a network of e-commerce sites and more than 350 points of sale.

Faced with a range of market challenges including rising raw material costs, such as the rising cost of cotton, a falling birth rate in Europe and an explosion in the second-hand market, Petit Bateau needed a high-performance, intuitive competitive market intelligence (CMI) solution. It is vital for the brand to have in-depth, real-time analysis on assortments and prices, as well as robust data on product trends. Petit Bateau's objective is to remain competitive with a more strategic assortment and pricing architecture to maintain its appeal to customers.

"Price increases have their limits and we needed to fine-tune our pricing strategy and the breadth of our offer, including the number of products in each category," explains Anne-Laure Christoph, Head of Children's Sales Merchandising and

Pricing at Petit Bateau. "We wanted to offer our customers a fair price in relation to the perceived value of each product and the pricing practices of our competitors."

To develop their pricing architecture, Petit Bateau had been using rudimentary methods with teams manually collecting prices from competing online sales sites and compiling data in spreadsheets. Petit Bateau tried using a different CMI solution but this other platform lacked critical functionality such as the ability to scan a wide breadth of product categories and provide easy-to-use analyses and reports based on detailed product attributes and style features, critical to apparel.

Petit Bateau thus looked for an alternative solution and chose Centric Software. With Centric Market Intelligence, Petit Bateau can now reap the benefits of sophisticated AI-powered product monitoring and high-quality product image matching capabilities for a wider range of styles and categories, coupled with best-in-class accuracy.

"Centric's solution seemed very intuitive, and we had great conversations with the pre-sales team," notes Christoph. "Data reliability was addressed right from the start and the Centric team was very attentive and very reactive. They were quick to respond." Christoph adds, "Centric simplifies errors or data anomalies in product categorization. Teams are now monitoring twice as many brands as they did with our previous solution."

"With just a few clicks, we have accurate, reliable information on colors, materials, pricing architecture and price changes made by our competitors," finishes Christoph.

"We're delighted that Petit Bateau, an established name in children's and adult fashion, has chosen Centric Market Intelligence. This French brand enjoys a solid reputation and has been able to withstand the ups and downs of the market by innovating over the decades, while remaining true to its heritage," says Fabrice Canonge, President at Centric Software. "With Centric Market Intelligence, Petit

Bateau now has intelligent, reliable and high-performance data at the heart of its decision-making process. We are pleased to develop this promising partnership."

**Learn more about [Centric Market Intelligence](#)**

**[Book a demo](#)**

**Petit Bateau ([www.petit-bateau.co.uk](http://www.petit-bateau.co.uk))**

Born in Troyes in 1893, Petit Bateau is synonymous with quality and French know-how. A legacy embodied by the 2600 employees who write the brand's history every day all over the world. Today, Petit Bateau operates in 55 countries, through a network of e-commerce sites and more than 350 points of sale. Inventor of the little panties, Petit Bateau has been supporting families for more than 130 years, making resistant clothing that has been passed down from generation to generation. A favourite brand for lovers of pure cotton comfort from 0 to 924 months, Petit Bateau has become the emblematic label for iconic pieces. Panties, bodysuits, pyjamas, T-shirts, tank tops... These products have become the benchmark for intergenerational style, all over the world.

Beyond the timelessness and sustainability of its clothing, the brand seeks to ensure that its products have the lowest possible impact on the planet.

Eco-responsible materials, transformation of its industrial tool to support the ecological transition, all the efforts of the crew are directed towards a measured textile industry that respects the future of us all!

This is the strength of Petit Bateau: to be both an iconic brand of French heritage while innovating to meet the challenges of tomorrow!

**Groupe Rocher ([groupe-rocher.com](http://groupe-rocher.com))**

Groupe Rocher is a French family group of Breton origin, founded in 1959 by Mr. Yves Rocher. Convinced, through Mr. Yves Rocher's personal experience, that

nature has a positive impact on people's well-being and therefore on their desire to act for the planet, Groupe Rocher was the first international group to adopt the status of a company with a mission whose raison d'être is to "reconnect women and men with nature".

Today, it has 9 brands (Yves Rocher, Arbonne, Petit Bateau, Stanhome, Kiotis, Dr. Pierre Ricaud, ID Parfums, Sabon and Flormar), more than 16,000 employees, 50 million customers, and nearly €2.4 billion in sales, in the cosmetics, clothing and home embellishment sectors.

Present in more than 110 countries, Groupe Rocher is expanding more and more internationally under the impetus of Bris Rocher, grandson of founder Yves Rocher.

### **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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