



## NEWS RELEASE

### **Westwing to Reduce Non-Value-Added Work with Centric PLM**

*German home and living brand partner with Centric Software to eliminate data chaos and reduce costs*

**CAMPBELL, Calif., June 26<sup>th</sup>, 2024** – [Centric Software®](#) is pleased to announce that Westwing has selected Centric PLM™ to organize complex data and reduce development timelines. 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, footwear, outdoor, home and related goods like cosmetics & personal care as well as multi-category retail to achieve strategic and operational digital transformation goals.

Westwing is Europe's #1 in Beautiful Living e-commerce – a premium one-stop-destination for design lovers. Westwing provides a unique brand experience, combining a curated assortment of its own Westwing Collection with the best design brands in its Shop and Club-Sales. The offline stores, Westwing Business services and Westwing Interior Design Service provide further options for Westwing's customers to integrate beautiful living into their homes and commercial design projects.

In order to reduce inefficiency and errors, Westwing looked for a single source of truth to organize data which was growing both in quantity and complexity. They were confident that an innovative, cloud-based PLM solution could help them overcome these challenges and revolutionize their working processes.

“From the beginning, Westwing Collection has been managed using hundreds of spreadsheets, emails and ad hoc documentation, and teams lost a lot of time updating and searching for information,” elaborates Felix Ehrlicher, VP Buying at Westwing. “We knew a PLM solution was the best option to help us streamline our processes and cut down on inaccuracies and data duplication.”

With the introduction of new environmental regulations across Europe and a commitment to reduce their carbon footprint, Westwing also needed one central location to track their supply chain and accurately measure the environmental impact of their products.

“It's crucial that we are compliant with new European legislation such as the Digital Product Passport and Extended Producer Responsibility,” explains Ehrlicher. “We need to be more efficient and accurate, and the only way to do that is to capture all product and supplier information in one place.”

Westwing selected Centric PLM due to its impressive customer base, user-friendly interface and intuitive functionality.

“The team at Centric has wide experience and understand the complex nature of our products,” shares Ehrlicher. “Centric PLM is an out-of-the-box and quick to deploy solution and is perfectly fitted to manage home & living products, suppliers and all other moving parts of our supply chain.”

Over the coming months, Westwing plans to onboard its large number of suppliers onto the system in a phased approach to streamline the development process and reduce testing costs.

“As a home and living company we cover pretty much every material out there, from marble, to wood, to metal,” explains Ehrlicher. “Centric PLM will be instrumental in ensuring we are using best-in-class components from each of our suppliers.”

Westwing has great expectations of its future partnership with Centric Software and expects all teams across the business to benefit from the PLM implementation.

“I anticipate we will be able to cut administrative tasks as well as significantly reduce our product development timeline and associated processes, which is really exciting,” concludes Ehrlicher. “Decisions will be faster and made with confidence that all data is correct.”

“We are thrilled to partner with Westwing to enhance their supply chain visibility and streamline their business,” says Fabrice Canonge, President of Centric Software. “Centric PLM will empower them to remain compliant, reduce costs and quickly bring high quality and sustainable products to market.”

Learn more about [Centric solutions](#)

[Request a Demo](#)

### **Westwing ([www.westwing.com](http://www.westwing.com))**

Westwing is Europe’s #1 in Beautiful Living e-commerce, with EUR 481 million GMV (Gross Merchandise Volume) across 11 countries in 2023. As Europe’s premium one-stop destination for Design Lovers we offer a unique brand experience with a carefully curated assortment of our Westwing Collection and 3rd party design brands. The integrated platform combines Shop, Club-Sales, (offline) Stores, the B2B Service (Westwing Business) and our Westwing Design Service. Our team consists of more than 1,700 professionals working together on our shared purpose to “Excite people to create homes that unlock the full beauty of life”. Founded in 2011, Westwing is headquartered in Munich and went public on the Frankfurt Stock Exchange in October 2018.

### **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 fashion, luxury, footwear, outdoor, home and related goods like cosmetics & personal care as well as multi-category retail, 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 fashion, outdoor, footwear and private label, optimizes product execution from ideation to

development, sourcing and manufacture, realizing up to 50% improvement in productivity and a 60% decrease in time to market.

- **Centric Planning™** is an innovative, cloud-native, AI solution delivering end-to-end planning capabilities to maximize retail and wholesale business performance, including SKU optimization, resulting in an up to 110% increase in margins.
- **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 an up to 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, dramatically decreasing assortment development cycle time.

Centric Software's market-driven, best-of-breed 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, appearing 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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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)