NEWS RELEASE

Beso Lux Group to Boost Growth & Fuel Innovation with Centric PLM
European furniture giant partners with Centric Software to improve project management & enhance cross-departmental efficiency

CAMPBELL, California, September 10, 2024 - Centric Software® is pleased to announce that Beso Lux Group, and its largest brand, Micadoni, have selected Centric PLM™ to track project performance and propel growth. 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.

Beso Lux Group was founded in 2015 in Luxembourg with the vision of revolutionizing furniture access. Today the Group is recognized as a leading creator of interior brands and has introduced the 'one click to furniture world' concept, aiming to offer the most sought-after and recognizable furniture collections online, accessible to everyone, anywhere. Beso Lux Group operates across 15+ countries and partners with stores, showrooms, architects, interior designers, e-commerce platforms, real estate developers, hotels and private clients and has a portfolio of 8 hugely successful brands.

Micadoni, a modern furniture brand renowned for delivering trendy and stylish interiors, is a powerhouse of innovation and unparalleled quality. Our goal is to provide attainable luxury and attractive practicality for everyone's taste. We use high-quality materials in the construction of our collection pieces, ensuring that every piece not only looks great but is also durable and long-lasting. We create nearly 10 to 15 new sofa designs per month, while the furniture industry practice is on average between five to 10 new styles per year.

"We are constantly offering new furniture creations to our customers," says Cyrille Arduino, COO at Micadoni. "We stay ahead of all the latest trends and are committed to producing products our customers will love. I would say that more than 30% of the company is focused on research and development."

Rapid growth of its team, customer base and product portfolio, along with company-wide goals to standardize processes and technologies, set Micadoni on a PLM search early in 2024.

"We are continuously innovating with new product lines and designs," explains Cyrille. "Due to the dynamic growth of Beso Lux Group and the concurrent management of a wide array of projects, we have reached the limits of spreadsheet efficiency for handling large volumes of information. While spreadsheets remain useful tools, the complexity and scale of our operations necessitate more advanced solutions."

Micadoni's PLM goals are to improve product and project management, have access to real-time data and reports and adopt a tech-driven approach to propel sustainable growth.

"We require a tool that can effectively monitor our day-to-day activities and provide the management team with a comprehensive overview of each department's operations." elaborates Cyrille. "Another significant advantage of a PLM system is, it gives the ability to identify bottlenecks in the development process and provide insights on where to allocate additional resources effectively."

After assessing several solutions, Micadoni selected Centric SMB, the cloud-based PLM solution specifically designed for small and mid-sized businesses. They based their decision on recommendations from industry peers, Centric's impressive reputation and PLM's stand-out functionality.

"We like that Centric PLM is cloud-based and that we can configure the system for our specific needs and workflows," shares Przemysław Jurek, CIO at Micadoni. "We conducted highly beneficial workshops with Centric, leaving us

confident that their solution would add substantial value to our existing operations."

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

"We anticipate a strong and enduring relationship with Centric for many years to come," says Cyrille. "What gets measured gets done. Our first step is to analyze department workloads and identify areas for improvement. We look forward to collaborating with the Centric team to ensure mutual success."

"We are delighted to partner with Beso Lux Group and Micadoni to drive their growth and passion for product innovation," says Fabrice Canonge, President of Centric Software. "Centric PLM will empower teams across the company to work more efficiently and continue to create trend-setting, high quality products."

Learn more about [Centric Software](#)

[Request a demo](#)

Micadoni ([micadoni.com](#))

The Micadoni brand is created by a group of unique individuals bound together by a shared passion for design excellence. We believe in the transformative power of good style and how it can turn any space into an elegant, character-filled interior. Our inspiration is drawn from the vibrant life in European cities and the richness of contemporary culture, art, and design, making every piece in our collection a testament to quality craftsmanship that stays ahead of trends and innovations.

Our journey is all about our love for design. We create refined and varied furniture pieces, from sleek sofas to cozy armchairs, each showcasing Micadoni's commitment to style and durability.

We prioritize collaboration and innovation, drawing inspiration from the world and cutting-edge technologies. This approach ensures our furniture designs remain high-quality and consistently stylish.

We prioritize sustainability, combining eco-friendly practices with Europe's finest craftsmanship without compromising quality.

Beso Lux Group (besolux-group.com/our-brands)

Beso Lux Group is a multi-channel company specializing in creating stylish, trendy products and offering exceptional furniture. We collaborate with online stores, sales platforms, real estate, interior design, and the HoReCa industry. Our passion for design continuously propels our business forward. Our mission is to create the most chosen and recognizable furniture collections available online for everyone and everywhere. We make ideas happen - we both design furniture and create technical, graphic, and photo materials for a whole range of products. We have an international, multicultural team, well-prepared to work with foreign customers and meet their requirements.

Centric Software® (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 fast-moving 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 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 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 competitivity 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 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
EMEA: Kristen Salaun-Batby, ksalaun-batby@centricsoftware.com
APAC: Lily Dong, lily.dong@centricsoftware.com