



NEWS RELEASE

Centric Software Pioneers Fully Actionable Digital Whiteboard with Seamless PLM Integration to Optimize Product Assortments

Reduce SKUs and deliver the right product choices faster with Centric Visual Whiteboard

CAMPBELL, Calif., September 30, 2024 – Centric Software® is pleased to announce the release of Centric Visual Whiteboard™, the latest addition to the Centric Visual Boards™ family of connected digital boards already with actionable content adopted by many leading brands and retailers worldwide. Centric Software provides the most innovative enterprise solutions to plan, design, develop, source, buy, make, price, allocate, sell and replenish products such as fashion, 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.

Retail and grocery brands are shifting from the endless aisle concept to SKU prioritization that better meets consumer demands and has a positive financial impact. However, developing robust assortments is challenging, as marketing, product, design, merchandising and planning teams struggle with disconnected tools and systems. Teams frequently lose weeks manually pulling data from various sources to create cohesive presentations for seasonal collections and assortments. Information is often static; immediately out of date as soon as it is copied/pasted from one system to another and, critically, teams lack the ability to visually pivot collections based on various criteria such as delivery date, theme, price point, channel, region, color, size, etc. to ensure a robust, curated product offer.

Centric Visual Whiteboard is a dynamic, collaborative workspace that empowers marketing, designers, merchandisers and planners to visualize concepts and transition smoothly from ideation to production. This intuitive platform supports

various use cases, from assembling seasonal assortments to preparing detailed linesheets and presentations.

Users of Centric Visual Whiteboard believe that it is a game-changing solution and report 99% time saving, equating to weeks or months, to produce outputs required by stakeholders for business-critical decisions. One European brand estimated annual savings of €800k in resources for inspiration board updates. "Creating a collection information presentation used to take a team of 5 to 10 Product Managers a full week, but now it can be done in two minutes," says a high-end fashion jewelry brand.

"Centric Visual Whiteboard can be configured to the customer's specific needs and its function depending on who is using it", explains Humberto Roa, Vice President of Innovation at Centric Software.

"Centric Visual Whiteboard is a free-form or templated canvas where users can bring together real-time imagery and information related to products, styles, materials and associated attributes from multiple systems, and automatically group them in different ways, such as by price point or color or size or product family.... For designers or marketers, this might mean creating a concept brief or seasonal promotions. Through a merchandising lens, it could be creating visual line planning reports or developing a creative brief with product placeholders. Boards created using Centric Visual Whiteboard can be exported as slide decks to tools such as PowerPoint, quickly transforming collaborative sandboxing into presentations for internal or external stakeholders."

Additional market feedback includes, "We bring in imagery and data points from PLM and ERP, adapt the layout for the specific audience, automatically group and sort products and download the canvas in seconds as a presentation or PDF. We save so much administrative time updating slides, as price and margin changes are automatically updated from our ERP solution. It's an optimal collection visualization system for faster decision-making."

"Centric Visual Whiteboard was developed hand-in-hand with our leading fashion, grocery and consumer goods brand and retail customers," says Chris

Groves, CEO of Centric Software. “Centric Visual Whiteboard solves multiple problems and is an innovative development for fashion, retail and consumer goods teams to drive better and faster decisions, resulting in both happier customers and improvements in financial performance.”

Learn more about [Centric Visual Whiteboard](#).

Join our webinar: ‘Optimize product assortments and deliver the right product choices with Centric Visual Whiteboard’ [Click to Register](#)

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 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 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