NEWS RELEASE

**Centric Planning Named in Gartner Market Guides for Retail Assortment—
Long Life and Short Life Cycle Products**
*Centric Planning delivers market insights to improve assortment planning and
accurate demand forecasting*

CAMPBELL, Calif., October 25, 2024 – Centric Software® is pleased to announce
that Centric Planning™ has been named a Recognized Vendor in Gartner's 2024
Market Guides for Retail Assortment Management Applications—both the Long
Life Cycle and Short Life Cycle product editions. 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.

Founded 40+ years ago, Gartner is a technological research and consulting firm
offering 'actionable, objective insight to executives and their teams. The expert
guidance and tools enable faster, smarter decisions and stronger performance
on an organization's mission-critical priorities.' Gartner has 20,000 employees
and about 15,000 client enterprises in 90+ countries and territories.

Centric Planning empowers retailers with AI-driven assortment planning,
strategy and management capabilities, utilizing advanced algorithms that
continuously learn and adapt to provide highly accurate demand predictions.
The platform's flexible "headless assortment planning" approach allows for
localized assortments without rigid location grading constraints, enabling
retailers to tailor offerings to specific store characteristics, channels, and
customer profiles. This adaptability is crucial for managing complex assortment
strategies in today's dynamic retail landscape.

The solution's Assortment Planning and Strategy modules leverage data-driven optimization and advanced analytics to identify under and overperforming products. Retailers can implement a "Good-Better-Best" approach for assortment refinement based on past performance and future predictions. Visual planning tools like Centric Visual Boards™ facilitate interactive assortment balancing, while continuous optimization capabilities through real-time data analysis and automated product flagging ensure agility in decision-making.

Centric Planning gives retailers AI-driven forecasting, utilizing advanced algorithms that continuously learn and adapt to provide highly accurate demand predictions. Built-in machine learning works for products with strong seasonal variations, even during the early stages of the season. This helps brands, retailers and wholesalers to make smarter decisions on assortments. New AI basket analysis enables customers to understand sales correlations between products and adjust their assortment to better fulfil consumer needs in real time.

"We are delighted that Centric Planning has been recognized in Gartner's Market Guides for Retail Assortment," says Chris Groves, CEO of Centric Software. "It is an honor to be included and a testament to Centric's continuous innovation and market-driven philosophy."

See Centric AI-Powered Solutions in action at NRF 2025, Booth #6257
Request a demo

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.

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. Excel and Power BI are trademarks of the Microsoft group of companies.

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