



NEWS RELEASE

New for Emerging Brands: Centric Visual Boards for SMB for Merchandising, Design, Product Development and Assortment Management

A visual collaborative digital workspace that empowers small and medium brands to deliver the most profitable assortments faster

CAMPBELL, Calif., October 15, 2024 – Centric Software® is pleased to announce the release of Centric Visual Boards™ for emerging brands, the latest addition to the Centric Visual Boards family of connected, actionable digital boards already adopted by many leading brands and retailers worldwide. Centric Visual Boards extend traditional PLM coverage to include collaboration between design, merchandising, product development and assortment planning while also visually pivoting collections or assortments to ensure that creative, pricing and other business needs are met.

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.

Small and medium-sized fashion, footwear and other fast-moving consumer goods companies still rely on manual ways of working to make strategic assortment decisions like using foam core boards for collections of photos/sketches, color swatches and material samples, along with spreadsheets, PDF's, PowerPoints and emails. This means hours/days/weeks spent assembling boards that quickly become outdated and lack product or historical data, preventing teams from delivering the well-curated assortments to meet consumer needs. For emerging or well-established brands, this can have a huge

impact on their bottom line. Traditional PLM systems do not cover this territory.

Digital, visual assortment management is now possible with Centric Visual Boards for SMB. In addition to assortment management capabilities, Visual Boards for SMB features style development, line planning, collection management, supplier allocation, material forecasting and more. Emerging brands now have a platform that ensures consistent, accurate data sharing across teams, streamlined collaboration for quicker decisions and enhanced visibility to users. Designers, product developers, marketers and merchandisers are empowered to seamlessly create assortments, regardless of location.

Users quickly and effortlessly access past season product data and make informed decisions for upcoming products and entire collections. “Not only will customers have access to previous collections, but they can see how each item performed. This allows users to make quick, informed decisions in the moment, saving countless hours, while being digitally linked to other team members,” says Humberto Roa, Vice President of Innovation at Centric Software.

The combination of the Visual Boards for SMB and Centric PLM also for SMB enhances collaboration, innovation and streamlines product development, transforming ideas into successful products. Views can be personalized, and team members have access to the same, consistent and accurate data. Companies gain full, real-time visibility into assortments and projects, plus save time with automated updates and fewer manual tasks.

“We are excited to offer the power of Centric Visual Boards to emerging brands,” says Chris Groves, CEO of Centric Software. “It incorporates the features that smaller but growing companies need. Together with Centric PLM for SMB, this offer is unique in the industry and gives companies a boost in efficiency that will accelerate their speed to market and positively impact their bottom line.”

[**Book your demo**](#) or request more information on this unique offering.

Join our webinar to see the Visual Boards in action: **“Accelerate Time-to-Market**

and Streamline Merchandising and Design with Visual Boards for SMB”

[Register now!](#)

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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