



NEWS RELEASE

TPV Technology Selects Centric PLM to Power Product Management Efficiency

A global display solutions provider and TV manufacturer partners with Centric Software to efficiently manage product information from planning to launch.

CAMPBELL, Calif., October 31, 2024 – Centric Software® is pleased to announce that TPV Technology Limited, a leading global electronics manufacturer has selected Centric PLM™ to centralize product information and streamline workflows. Centric Software provides the most innovative enterprise solutions to plan, design, develop, source, buy, make, price, allocate, sell and replenish products such as consumer electronics, fashion, outdoor, luxury, multi-category retail, grocery, food & beverage and cosmetics & personal care to achieve strategic and operational digital transformation goals.

TPV Technology, established in Taiwan in 1967, is a leading global manufacturer of monitors and TVs, listed on the Shenzhen Stock Exchange. For 20 consecutive years, TPV has held the top position in the monitor market, commanding a steady 30% market share. Operating under a dual Original Brand Manufacturer (OBM) and Original Design Manufacturer (ODM) business model, TPV designs and manufactures products for major TV and PC brands, while also producing its own brands such as AOC, AGON and Envision. Since 2014, TPV has held exclusive, long-term licenses to manufacture and market Philips monitors, TVs and audio products. Philips, being its flagship brand, is TPV's primary focus for developing, manufacturing and marketing TVs and audio products.

With a strong commitment to delivering top-tier products, TPV identified the need for a centralized platform to improve product data management and drive efficiency across all business units. Through this partnership with Centric Software, TPV will utilize Centric PLM as the single source of truth for product

data, facilitating real-time information flow and systematic product performance tracking.

“TPV has complex product portfolios, producing for leading brands while developing our own brands. We recognize the importance of efficiency in maintaining our high standards across every aspect of our business,” says a TPV representative. “Centric PLM stood out as the best solution to enable a transparent, data-driven approach to product management.”

TPV selected Centric PLM for its comprehensive features, reliable platform and seamless integration with its existing systems.

Implementing Centric PLM is expected to enhance global decision-making for teams, improve product data accuracy and reduce errors, enabling the company to manage its extensive product portfolio with greater precision.

“Centric PLM will allow us to manage the entire product lifecycle, from inception to end-of-life. Having this digital foundation and visibility into our product data will accelerate our digital transformation journey to drive long term growth,” adds a TPV representative.

“Partnering with a company like TPV, known for its innovation and commitment to excellence, is an exciting opportunity for us,” says Fabrice Canonge, President of Centric Software. “We are thrilled to support their journey towards even greater operational efficiency and innovation through the adoption of Centric PLM.”

Learn more about [Centric Software](#)

See Centric AI-Powered Solutions in action at NRF [2025](#), Booth #6257

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TPV Technology Limited (www.tpv-tech.com)

TPV Technology Limited is a leading display solutions provider. The Group designs and produces a full range of PC monitors, TVs, and Audio-Video products for its distribution worldwide. TPV's products add value to the customer through cost leadership, timely delivery and superior quality.

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