



NEWS RELEASE

Online Outdoor Retailer Backcountry Steps Up to Centric

Gearing up for growth with Centric PLM™

CAMPBELL, Calif., June 15, 2021 – Backcountry, the outdoor gear company, has selected Centric Software®'s Product Lifecycle Management (PLM) solution for emerging brands, Centric SMB. Centric Software provides the most innovative enterprise solutions to plan, design, develop, source, and sell products such as apparel, footwear, sporting goods, furniture, home décor, cosmetics, food & beverage, and luxury to achieve strategic and operational digital transformation goals.

Based in Park City, Utah, steps from the Wasatch mountains, Backcountry was founded in 1996 as an online retailer of outdoor gear and apparel. They offer high-performance apparel and gear for camping, trail running, mountain biking, alpine and Nordic skiing, mountaineering, backpacking, and more.

The company has enjoyed strong, consistent growth over the past two decades. In recent years, they have turned their focus to in-house brands. They decided to upgrade current systems to set the foundation for planned future growth.

Colleen Burns, Director of Sourcing, Owned Brands says, "Backcountry is looking to grow our owned brands and we need a solution that can grow with us. We are currently using a system that works well for start-ups but were looking for something that can handle more bandwidth."

Not all PLM solutions are created equal. After an on-again-off-again evaluation of Centric, Backcountry realized that their needs had changed and were ready to embrace Centric PLM. Says Burns, "Based on market research, demos of Centric

PLM, and professional recommendations, we decided to select Centric SMB as it fits our requirements now and into the future.”

The team that manages the owned brands business will benefit from improved collaboration, reduced data entry errors and an overall improvement in workstream flow. Centric’s reporting capabilities will also be a benefit. “We are expecting to gain efficiencies in tech pack maintenance and overall business reporting,” says Burns.

Burns concludes, “We are just beginning to work with Centric and are excited to begin our journey together.”

Chris Groves, President, and CEO of Centric Software says, “We are looking forward to our partnership with Backcountry, a solid and respected company. With the popularity of outdoor activities, they are well-positioned for continued growth and we are glad to be along for the ride.”

[Learn more about Centric SMB](#)

[Request a Demo](#)

Backcountry (www.backcountry.com)

From the one-on-one expertise of our Gearheads to our epic selection of the best gear, apparel, and accessories in style and performance, Backcountry has been a leading outdoor retailer since 1996. Dialing in your gear closet, exploring your backcountry, recharging with après—Backcountry elevates the entire outdoor experience. In 2018, Backcountry began building its own Gearhead-inspired products; the fast-growing Built By Backcountry ski, MTB, climb, hike, fly fish, and après lines include collabs with brands like GORE-TEX Technology, Burton, and Simms. Seek it, find it, send it—the Goat takes you further.

Centric Software (www.centricsoftware.com)

From its headquarters in Silicon Valley, Centric Software® provides a Product Concept to Consumer Digital Transformation Platform for fashion, retail, footwear, luxury, outdoor and consumer goods including cosmetics, beauty and food and beverage. Centric's flagship Product Lifecycle Management (PLM) platform, Centric PLM™, delivers enterprise-class merchandise planning, product development, sourcing, quality and product portfolio optimization innovations specifically for fast-moving consumer industries. Centric SMB focuses on core tools and industry best practices for emerging brands. Centric Visual Innovation Platform (CVIP) offers highly visual digital board experiences for collaboration and decision-making. Centric Software pioneered mobility, introducing the first mobile apps for PLM, and is widely known for connectivity to dozens of other enterprise systems including ERP, DAM, PIM, e-com, planning and more as well as creative tools such as Adobe® Illustrator and a host of 3D CAD connectors. Centric's innovations are 100% market-driven with the highest user adoption rate and fastest time to value in the industry. All Centric innovations shorten time to market, boost product innovation and reduce costs.

Centric Software is majority-owned by Dassault Systèmes (Euronext Paris: #13065, DSY.PA), the world leader in 3D design software, 3D digital mock-up and PLM solutions.

Centric Software has received multiple industry awards and recognition, including being named by Red Herring to its Top 100 Global list in 2013, 2015 and 2016. Centric also received various excellence awards from Frost & Sullivan in 2012, 2016, 2018 and 2021.

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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