



NEWS RELEASE

Centric Pricing & Inventory Delivers Up To 25% Faster Performance and Greater Forecasting Accuracy

Retailers and brands optimize allocation with new UX features, smarter data collection, advanced 'what-if' analysis and enhanced pre-season capabilities

CAMPBELL, Calif., January 21, 2025– Centric Software® is thrilled to unveil new innovations to Centric Pricing & Inventory™ that deliver increased value-add including faster performance, greater forecasting accuracy and an elevated user experience. 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.

Centric Software is regularly featured by leading industry analysts, including Gartner Forrester and IDC. Centric Pricing & Inventory addresses the unique challenges faced by the retail sector focusing on margin maximization through optimal pricing and inventory optimization. The AI-powered solution integrates with Centric PLM™, Centric Planning™ and Centric Market Intelligence™. Centric Pricing & Inventory is an AI-powered solution that manages pricing, inventory allocation, replenishment and stock rebalancing, while providing advanced analytics and market insights for optimal markdown management. By leveraging AI-powered demand forecasting to balance markdowns and stock movements, retailers can make accurate data-driven decisions that optimize assortments, reduce discounting and align customer demand with supply, ultimately boosting profitability and minimizing excess inventory.

Centric Software's AI-powered Pricing & Inventory optimization platform has revamped the user interface, designed specifically for superior data collection. In

addition, improved business rules streamline operations further, achieving performance enhancements of up to 25% for users.

The pre-season capabilities of Centric Pricing & Inventory have been expanded with a new stand-alone demand forecasting service that effortlessly integrates with other Centric products and services like Centric Market Intelligence™ and Centric Planning™. This means sharper demand forecast accuracy, meticulous SKU-level inventory optimization and an improved initial allocation strategy that leads to unmatched overall forecast performance.

Another exciting innovation is the "what-if" analysis, where simulations to test different pricing and inventory optimization strategies—such as maximizing profit or reducing end-of-season inventory—result in better, more impactful decisions.

With deeper integration into Centric Market Intelligence, Centric Pricing & Inventory combines external (competitor) assortment, pricing and promotion specifics with internal information to ground strategy. The common, underlying taxonomy means users can compare 'apples to apples', making data organization seamless and intuitive.

Centric Pricing & Inventory's stock rebalancing module boosts stock management for better profitability and delivers an enhanced shopping experience for consumers by ensuring the right products in the right place at the right time.

Centric Pricing & Inventory integrates with Centric Software's wider end-to-end product management platform, servicing the pre- to in- to end-season product lifecycle.

"We know that these market-driven innovations to Centric Pricing & Inventory will improve the user experience, deliver greater accuracy in demand forecasting and price-setting, which ultimately results in margin gains," says Chris Groves, CEO of Centric Software. "We are on top of consumer shifts and provide our retail and brand customers the tools to tackle the market head on."

Learn more about [Centric Software](#)

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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.

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