



## NEWS RELEASE

### **Teddy Group Selects Centric Market Intelligence to Power Market Expansion with Competitor Benchmarking and Data-Driven Decision-Making**

*Italian fashion retail leader boosts localization of retail and e-commerce strategy with AI-powered competitive pricing and trend insights*

**CAMPBELL, Calif., May 13, 2025** - Centric Software® is pleased to announce that Teddy Group has selected [Centric Market Intelligence™](#) to underpin data-driven decisions across product planning and competitive pricing to boost its market positioning for flagship brand, Terranova. 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 in 1961, Teddy S.p.A Group has grown from a small local store in Rimini, Italy, into a global fashion retail powerhouse. Terranova, launched in 1988, represents one of the group's flagship brands with over 500 stores in 37 markets, offering contemporary fashion for men, women and children. Today, the brand operates through multiple channels, including retail stores, 13 direct e-commerce markets and a growing marketplace presence.

The integration of Centric Market Intelligence to Terranova's pricing and planning processes, will empower the brand to define more precise starting prices and markdown strategies per market and per channel.

"One of the most valuable insights we expect from Centric is understanding product velocity—what sells out first and why. This will guide our pricing, assortment and replenishment strategies, making our e-commerce and marketplace approach more efficient and competitive."

The implementation of Centric Market Intelligence comes at a pivotal time for the Teddy Group's digital transformation and marketplace expansion. With aims to consolidate its presence in local markets with a structured marketplace and logistics expansion plan, the Teddy Group sought a solution to the lack of real-time market insights and manual approach taken to forecasting and analysis across the product development, pricing and marketing processes.

"We needed a better understanding of how to approach each different market with a different strategy," says Filippo Cisterni, eCommerce Manager at the Teddy Group. "At Teddy Group, we are driven by data in every single team - it is key for us in every aspect of our strategy. With Centric Market Intelligence, we will now have real-time insights on competitors and market trends."

To maximize their market impact, Terranova requires in-depth, real-time insights to benchmark competitor assortments and pricing strategies across each marketplace to optimize the brand's relevancy and market penetration. This visibility will guide Terranova's decisions about how to localize their product offering with competitive initial price points and markdown strategies for each market. Prior to Centric Market Intelligence, competitor analysis was done manually via spreadsheets or through one-time reports from third-party vendors, which lacked live updates and historical trend visibility.

"[Previously], our marketplace manager would spend up to 8 hours per channel manually selecting product listings for each marketplace, cross-referencing data in spreadsheets to determine the best assortment and pricing strategy every season," explains Cisterni, "With Centric Market Intelligence, we will be able to quickly compare seasonal trends and pricing strategies, helping us make smarter buying and pricing decisions."

While initial implementation focuses on the Terranova brand, successful adoption will lead to expansion across other Teddy Group brands in the near future.

"One of the key points in evaluating Centric over other solutions was the ease of comparison. It will give us clear, actionable insights into how the market is evolving season by season and how our competitors apply their strategies. Other tools we used in the past provided trend insights, but they lacked the depth of

analysis we needed—Centric will allow us to make data-driven decisions with a level of precision we didn't have before," concludes Cisterni.

"Retailers today need rapid access to market intelligence to make strategic decisions and stay competitive. Teddy Group's data-driven partnership with Centric Market Intelligence delivers a competitive advantage that is necessary for retail expansion. Manual processes are being transformed into actionable insights across pricing optimization, merchandising decisions and marketplace growth across multiple regions," says Chris Groves, CEO of Centric Software.

**Learn more about [Centric Software](#)**

**[Request a demo](#)**

**Teddy S.p.A. Group ([www.teddy.it/en](http://www.teddy.it/en))**

Teddy Group is an Italian fashion company with a big dream: to offer more than just clothes, sharing a world to belong to. Through the brands Terranova, Rinascimento, Calliope and QB24, it wants to dress the world with beauty, welcome, promoting personal fulfillment, serving customers in 79 markets, thanks to an omnichannel distribution that includes online, directly managed or franchised single-brand stores and wholesale distribution.

In 2023, the Group achieved a turnover of 672.5 million euros and retail revenues of 1.115 billion euros, with 841 stores and 3,464 employees.

**Centric Software® ([www.centricsoftware.com](http://www.centricsoftware.com))**

From its headquarters in Silicon Valley, Centric Software provides an innovative and AI-enabled product concept-to-commercialization platform for retailers, brands and manufacturers of all sizes. As experts in fashion, luxury, footwear, outdoor, home, cosmetics & personal care as well as multi-category retail, Centric Software delivers best-of-breed solutions to plan, design, develop, source, comply, buy, make, price, allocate, market, sell and replenish products.

- **Centric PLM™**, the leading PLM solution for fashion, outdoor, footwear and private label, 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, including SKU optimization, 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 delivering 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 PXM™**, AI-powered product experience management (PXM) encompasses PIM, DAM, content syndication and digital shelf analytics (DSA) to optimize the product commercialization lifecycle resulting in a transformed brand experience. Increase sales channels, boost sell through and drive margins.

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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