



NEWS RELEASE

Centric Market Intelligence: Data-driven, Competitive Insights on a Global Scale

New capabilities reflect Centric Software's rapid pace of innovation delivering enhanced workflows, visualization and deeper insights

CAMPBELL, Calif., May 14, 2025 – Centric Software® is thrilled to announce new innovations to Centric Market Intelligence to strengthen data-driven, competitive market insights. 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, cosmetics & personal care as well as multi-category retail to achieve strategic and operational digital transformation goals.

Centric Software's wider end-to-end product lifecycle platform, Centric PLM™ integrates with Centric Planning™, Centric Pricing & Inventory™, Centric Market Intelligence™, Centric Visual Boards™ and Centric PXM™. All Centric Software solutions, infused with AI optimization as a natural evolution of trusted rule-based methods, target the unique challenges faced by the retail sector and deliver comprehensive, data-driven decision-making for modern retail operations.

Centric Market Intelligence continues to evolve as the go-to retail market intelligence platform for competitive benchmarking, trend tracking and enriched product intelligence for fashion, outdoor, footwear and cosmetics brands and retailers. With a sharp focus on both a global scale and product-level granularity, Centric Market Intelligence unlocks timely insights into assortments, price changes, discounting, promotional strategies, timing and consumer trends to optimize brands' and retailers' product offering for consumers.

Highlights of the latest innovations include category expansion, enhanced product matching, improved attribution, visualization and deeper insights. A new module analyzes a competitor's marketing content and communications, such as webpage updates and email campaigns, to gain visibility into timing and promotion messaging themes and top key words used.

Centric Market Intelligence is a key tool in the fight against uncertainty, enabling brands and retailers to understand and adapt pricing strategies across international markets in response to tariffs, inflation and shifting consumer demand.

With granular, SKU-level insights and global benchmarking capabilities, users can track competitor price changes over time, evaluate global price architecture, analyze impacted categories and support SKU rationalization. They can identify over-assorted categories or conversely, price bands with low competitiveness. This results in smarter

portfolio decisions where pricing power is challenged. With these benefits, companies realize up to 12% increase in average initial price point.

AI LLM (large language model) technology improves trend detection, relevancy and nuanced search terms, giving merchandisers insights to emerging patterns sooner.

“The latest Centric Market Intelligence innovations are in keeping with our larger innovation strategy influenced by immediate customer needs and recent market shifts,” says Chris Groves, CEO of Centric Software. “These current and future insights give brands and retailers the ability to respond to macroeconomic pressures and optimize their price position and assortment, both locally and globally for maximum business impact.”

Join Centric Software along with retail and brand leaders at an exclusive event focused on the future of AI-powered planning, pricing and inventory in **Berlin on May 22**.

[Register for Centric Connect!](#)

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Centric Software® (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, food & beverage, 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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