



## NEWS RELEASE

### **Contentserv—now Centric PXM—to Showcase AI-Powered Product Experience Management at K5 2025**

*Contentserv, now part of Centric Software, presents innovative solutions for PIM, DAM, content syndication and digital shelf analytics at the K5 Future Retail Conference in Berlin*

**CAMPBELL, Calif., Munich, Germany, June 19, 2025** – Centric Software® is pleased to announce that its newest acquisition, Contentserv, now Centric PXM™, will present its latest AI-powered product experience innovations at the K5 Future Retail Conference on June 24 – 25 at the Estrel Berlin. Centric Software provides the most innovative enterprise solutions to plan, design, develop, source, buy, make, price, allocate, sell and replenish fashion, luxury, footwear, outdoor, home, consumer electronics, food & beverage and cosmetics & personal care products as well as multi-category retail to achieve strategic and operational digital transformation goals.

Centric Software, the leading consumer goods PLM, planning, pricing, inventory and market intelligence technology provider for brands, retailers and manufacturers acquired Contentserv in February 2025. Rebranded Centric PXM, it comprises Product Information Management (PIM), Digital Asset Management (DAM), content syndication and Digital Shelf Analytics (DSA).

Centric PXM empowers businesses of all sizes to easily scale product content across categories, channels and markets. Through intelligent templates, inheritance logic and validation rules, the platform simplifies complexity from localization to channel readiness, cutting manual entry and accelerating time to launch, improving market success and ensuring compliance.

At K5, Centric Software is showcasing how AI-powered Centric PXM, seamlessly boosts the entire retail process through proven ROI:

- **PIM:** A centralized system that manages all product data in one place, ensuring consistency and accuracy. PIM speeds up product launches by up to 60% and cuts operational costs by up to 15%.
- **DAM:** Stores, organizes and distributes images, videos and rich media. DAM drives consistent branding while increasing team productivity by up to 50%.
- **Content Syndication:** A solution that automates and scales tailored product

content distribution across more than 1,000 sales channels, optimizing inventory by up to 30% through better demand alignment and fewer listing errors.

- Digital Shelf Analytics: A real-time monitoring tool that tracks how products appear and perform across digital retail platforms. It delivers actionable insights that optimize visibility and pricing, boosting gross margins by up to 15%.

Centric Software will host three speaking sessions at K5:

- **June 24, 10:00 a.m., Hall 2, CRIF Stage:** “In the fast lane: Achieve more sales in six months with better product data,” featuring Marc Kulow, Managing Partner at Y1 Digital AG and Jens Müller, VP Customer Success & Partner Management, Centric PXM.
- **June 25, 1:30 p.m., Masterclass, MC Room 9:** “Empower your merchants: How schleich® offers its retailers a perfect digital product experience,” led by Jennifer Jungnitz (Schleich), Patrick Michael (hmmh) and Michael Henrichs (Centric PXM),
- **June 25, 2:30 p.m., Masterclass, MC Room 9:** “Reinventing the wheel: How Riese & Müller masters complex product data,” with speakers Rainer de Mey (R&M), Stefan Wimmer (Turbine Kreuzberg) and Michael Henrichs (Centric PXM).

In Hall 2, at Stand 78, Centric Software is delighted to host five strong Centric PXM partners: adesso, hmmh, Laudert, the priint Group and Y1. Michael Kugler, Managing Director of Centric PXM, says, “In today’s fast-evolving retail landscape, businesses face fierce competition, shifting regulations and rapidly changing consumer expectations. Centric PXM’s latest innovations, seamlessly integrated with Centric Software solutions, empower brands to harness product content from development through post-commercialization, closing the loop on the full product lifecycle.”

Fabrice Canonge, President of Centric Software says, “We are thrilled to have Contentserv on board and are looking forward to the K5 event to demonstrate the incredible functionality that Centric PXM brings to Centric Software’s AI-powered integrated solutions.”

Come to Hall 2, Stand 78 and [request a one-on-one demo](#).

### **Centric Software® ([centricsoftware.com](https://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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