



## NEWS RELEASE

### **Centric Software Recognized in the 2025 Gartner® Hype Cycle™ for Digital Commerce**

*Centric PXM (PIM, DAM, Multi-channel feed and Digital Shelf Analytics) enables brands and retailers to expand selling channels, increase conversion and boost sales*

**CAMPBELL, Calif., August 18, 2025** — Centric Software® is pleased to announce that Centric Software has been recognized in the 2025 Gartner® Hype Cycle™ for Digital Commerce under the Product Experience Management (PXM) category. Centric Software delivers best-of-breed solutions to plan, design, develop, source, comply, buy, make, price, allocate, assort, market, sell and replenish fashion, luxury, footwear, outdoor, home, food & beverage, cosmetics & personal care products as well as multi-category retail, to achieve strategic and operational digital transformation goals.

Founded over 40 years ago, Gartner is a technology research and consulting firm offering “actionable, objective insight to executives and their teams.” The firm serves approximately 15,000 client enterprises in more than 90 countries and territories.

According to Gartner, “Product experience management (PXM) is a framework of applications and capabilities designed to optimize the creation, delivery, activation and analysis of product content and data across various channels. PXM enhances digital commerce by ensuring consistent and accurate product information. It does not replace product information management (PIM) systems or digital asset management (DAM) systems. Rather, PIMs and DAMs are fundamental components of PXM.”

Critical to PXM is also multi-channel feed—to ensure consumers find rich, correct product information on a multitude of marketplaces—all with different technical requirements and DSA. DSA (Digital Shelf Analytics) closes the loop to give brands real-time SKU-level feedback, like consumer comments, sales and promotion info to make informed, in-season decisions for optimized results.

Positioned in the Innovation Trigger stage of the Hype Cycle, Centric Software reflects growing interest in solutions that gather, create and articulate product information across all sales channels. Gartner emphasizes, “PXM is crucial in today’s digital commerce landscape, where accurate, consistent and enhanced product information is vital for customer engagement and sales conversion on a variety of channels.”

Centric PXM empowers brands and retailers to create and enrich the information needed to post and sell products. Beyond simply posting, which itself requires dozens of pieces of information, rich and complete product data is needed to drive SKU visibility, answer consumers’ questions and leave the shopper with an overall positive experience, likely to buy again in the future.

Centric PXM integrates core capabilities including PIM, DAM, Syndication and DSA, ensuring optimized product content globally, for the best visibility in e-commerce or social markets.

AI-driven Centric PXM is part of a larger platform for fast-moving consumer goods, covering the entire pre-season (planning, ideation, merchandising, development, sourcing, pricing), in-season (allocation, replenishment, promotions) and end-of-season phases (markdown, performance analysis). The Centric Software platform includes PLM, Planning, Pricing & Inventory Optimization, Competitive Market Intelligence, Visual Boards and PXM.

“In our view, being recognized in the Gartner Hype Cycle for Digital Commerce, highlights the strategic innovations Centric PXM brings to brands and retailers

navigating increasingly complex e-commerce ecosystems,” says Chris Groves, CEO of Centric Software.

Request a demo to see how Centric PXM can power your digital commerce strategy.

[REQUEST DEMO](#)

[Learn more about Centric solutions.](#)

**Disclaimer:**

Gartner, Hype Cycle for Digital Commerce, 2025, Sandy Shen, 2 July 2025

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**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, 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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