



NEWS RELEASE

Forrester Highlights Dynamic Product Experiences as Core to Commerce Success—Centric Software Positioned to Deliver with Centric PXM™

Centric PXM (PIM, DAM, Multi-channel feed and Digital Shelf Analytics) transforms static product data into dynamic, contextualized commerce experiences

CAMPBELL, Calif., September 29, 2025 — Centric Software® is pleased to announce that it is being featured in the 2025 Forrester report, “Dynamic Product Experiences are the Lifeblood of Your Commerce Strategy.” 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.

Forrester is a leading research and advisory firm in technology, customer experience, digital, marketing, sales and product function. Forrester’s proprietary research, consulting and events, garner insights grounded in annual surveys of more than 700,000 consumers, business leaders and technology leaders worldwide.

The report describes the shift from static product detail pages toward dynamic product experiences powered by AI, real-time data and contextualized content. According to Forrester as the title indicates, “Dynamic product experiences are the lifeblood of your commerce strategy.” The research emphasizes that selecting an AI-powered Product Information Management (PIM) solution alone isn’t enough; brands must execute on six essential tenets, spanning content automation,

enrichment, contextualization, quality management, advanced analytics and governance, to sustain growth.

Forrester observes the evolving behaviors of consumers with “31% of US adults having used ChatGPT to search for content or information online, and 18% having used it to search for products.” Additionally, “57% of US online adults said they’re more likely to purchase a product if data, images, videos, ratings and reviews are localized to their geography on a mobile device.” These trends signal growing demand for adaptable, personalized product content across all channels.

Centric PXM™, Centric Software’s platform for product experience management, stands ready for this new era. Centric PXM transforms complex product data into localized experiences that drive engagement, loyalty and revenue. It unifies PIM, Digital Asset Management (DAM), Syndication and Digital Shelf Analytics (DSA), ensuring seamless consistency of product content across global markets.

Centric PXM accelerates the commercialization preparation process by up to 60%, enables 70% faster catalog creation and ensures 75% more accurate product information, expanding sales channel coverage in more languages and markets.

“Being selected to be interviewed for this Forrester research underscores Centric Software’s commitment to redefining product experiences,” says Chris Groves, CEO of Centric Software. “Centric PXM doesn’t just manage data—it creates dynamic, contextualized experiences that drive conversion and competitive edge.”

Request a demo to discover how Centric PXM powers dynamic commerce strategies.

[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-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, 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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