



NEWS RELEASE

Centric Software Unveils Retail AI Innovations Tailored for Global Markets

AI-enhancements to demand forecasting, assortment intelligence and integrations deliver advanced analytics and actionable market insights

CAMPBELL, Calif., September 15, 2025 – Centric Software® is pleased to announce new innovations to Centric Planning™, delivering added value through AI-enhanced demand forecasting, smarter assortment intelligence and deeper integrations with Centric PLM™, and Centric Visual Boards™. Centric Software provides the most innovative enterprise solutions to market, sell and replenish fashion, luxury, footwear, outdoor, home, food & beverage, cosmetics & personal care products, consumer electronics as well as multi-category retail, to achieve strategic and operational digital transformation goals.

Centric Planning harnesses AI-driven forecasting with real-time connections to critical assortment and product go-to-market workflows. Combined with intelligent assortment and inventory planning, retailers and brands can unlock up to 110% improvement in margins. Proven results include doubling operating margins, cutting planning cycle times by 75%, reducing inventory by 50% and shortening budget preparation time by half—driving faster decisions, happier teams and increased agility.

Highlights of the latest upgrades to the Centric Planning platform include:

- **New competitive benchmarking embedded in the planning stage**
Without visibility into competitor assortments, brands risk missed opportunities and pricing errors. New AI-powered benchmarking in Centric Planning identifies assortment gaps through similar-product recognition and pricing analysis, with live market data from Centric Market Intelligence™ embedded directly into planning workflows. Retailers gain the insight to shape more relevant assortments and

respond swiftly to market shifts.

- **Strategic replenishment algorithm for the Chinese market**

China's rapid production cycles and regional logistics require a different approach to inventory planning. Centric Planning now includes a market-specific replenishment algorithm that boosts store-level accuracy and supply chain agility across the region.

For global retailers operating in or expanding into China, this is a strategic capability that reflects Centric Software's commitment to delivering localized intelligence within a unified, scalable platform.

- **Enhanced AI-based assortment planning quantification**

Planning and defining the right buy-quantities during the pre-season phase has long challenged merchandisers, often resulting in stock imbalances, excess inventory or premature markdowns. To address this, Centric Planning has introduced AI-powered pre-season forecasting that delivers precise, data-backed quantity recommendations at the assortment planning stage. Built on attribute enrichment trained on billions of products via Centric Market Intelligence, this enhancement sets a new standard in planning accuracy, empowering brands and retailers to boost sell-through, minimize waste and protect margins.

"The latest innovations including AI/ML capabilities in Centric Planning enables brands and retailers to visualize analytics and data more effectively for more accurate demand forecasts throughout the product sales cycle," explains Chris Groves, CEO of Centric Software. "These innovations reflect Centric Software's core strengths and market relevance via actionable AI and a connected ecosystem driving smarter, faster decisions for brands globally to boost revenues."

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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