



Centric Software Recognized for

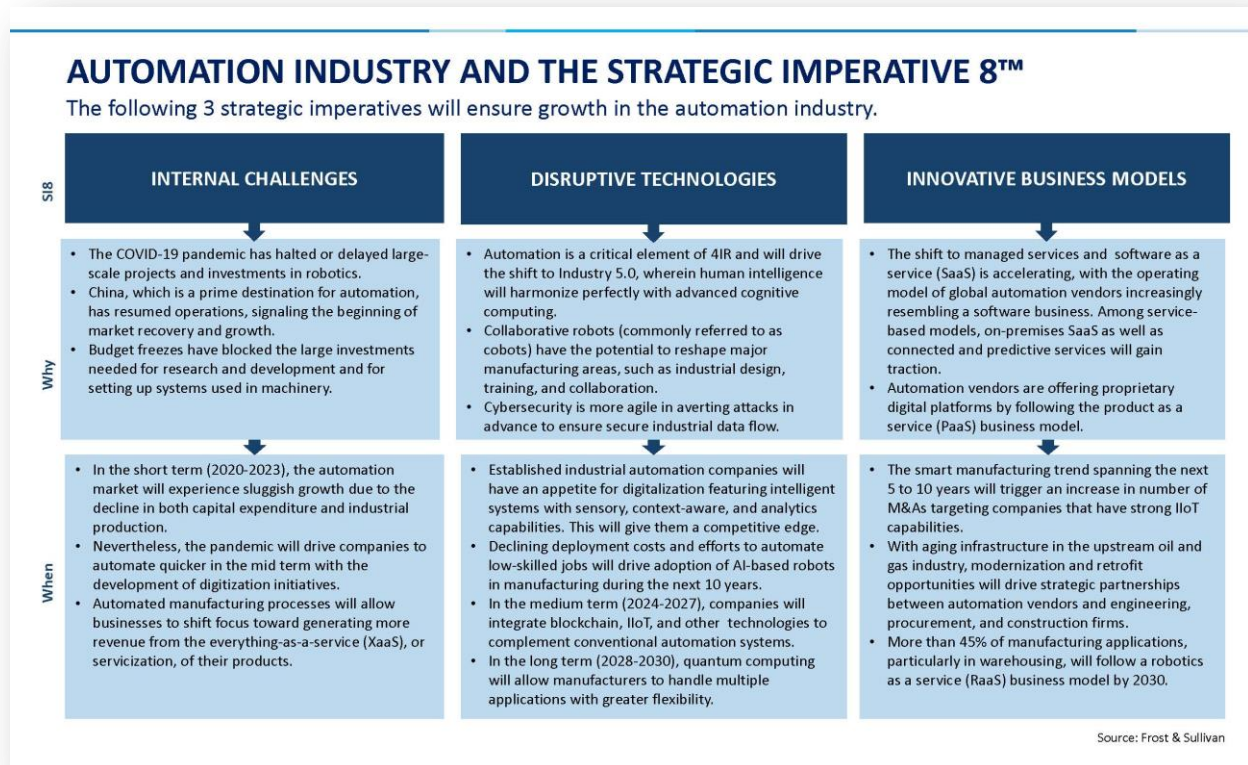
2021

Customer Value Leadership

Global PLM Software for
Fashion, Retail, and Consumer Goods
Excellence in Best Practices

Strategic Imperatives

Frost & Sullivan identifies three key strategic imperatives that impact the automation industry: internal challenges, disruptive technologies, and innovative business models. Every company that is competing in the automation space is obligated to address these imperatives proactively; failing to do so will almost certainly lead to stagnation or decline. Successful companies overcome the challenges posed by these imperatives and leverage them to drive innovation and growth. Frost & Sullivan’s recognition of Centric Software is a reflection of how well it is performing against the backdrop of these imperatives.



Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated companies. Centric Software excels in many of the criteria in the PLM software for fashion, retail, and consumer goods space.

AWARD CRITERIA	
<i>Business Impact</i>	<i>Customer Impact</i>
Financial Performance	Price/Performance Value
Customer Acquisition	Customer Purchase Experience
Operational Efficiency	Customer Ownership Experience
Growth Potential	Customer Service Experience
Human Capital	Brand Equity

Centric Software – Digital Transformation Experts

Founded in 1998 in Campbell, California, Centric Software (Centric) combines Silicon Valley expertise with market-led best practices to deliver industry-leading Product Lifecycle Management (PLM) digital transformation solutions to customers across all categories of consumer goods worldwide including food and beverage, fashion and apparel, lifestyle, footwear, luxury, outdoor and home décor. By leveraging its cutting-edge and high-performance PLM technology, the company outpaces its competitors and is in excellent standing among its partners across many different industries. In less than a decade, Centric has

“As the world continues to generate uncertainty, Centric’s record of customer service excellence, industry expertise and flexibility gives customers confidence that products will go from design to launch with greater speed, efficiency and profitability. Centric’s commitment to innovation and customer satisfaction has propelled its global growth.”

- Maksym Beznosiuk, Best Practices Research Analyst

built a significant presence in Europe, China, Asia-Pacific and South America while strengthening its market position in North America.

Notwithstanding harsh competition and a challenging economy, Centric’s commitment to innovation has resulted in continuous evolution of its technology, thus improving its position in the PLM market and bringing its high-performance solutions to customers globally. Centric has pioneered innovations such as PLM mobile apps and 3D design connectors for PLM, while its flagship platform, Centric 8, delivers enterprise-class merchandise planning, product development, sourcing,

quality and collection management functionality tailored for fast-moving consumer industries. Centric SMB provides innovative PLM technology and key industry learnings for emerging brands, and the Centric Visual Innovation Platform (VIP) offers a new, fully visual and digital experience for collaboration and decision-making. Centric secured significant funding from various investors in the past and since 2018 is majority-owned by Dassault Systèmes, the world leader in 3D design software, 3D Digital Mock Up and PLM solutions. Frost & Sullivan recognizes how such financial support allows the company to

expand product development and strengthen its PLM technology solutions for the apparel and other fast-moving consumer goods industries.

Responding to the Remote Working Revolution

The massive worldwide shift to remote working during the Covid-19 pandemic pushed many companies to adopt solutions that enable remote collaboration and communication across internal and external teams. Centric was well-positioned to help, rapidly launching Quick Start PLM packages and 100% remote deployments that enabled companies to get up and running with fully-supported PLM solutions within weeks and with no on-site involvement.

In the past 2 years, Centric has increased its customer base by 50%, including many very large but also small to medium enterprises (SMEs) and startups. Over 60 companies have purchased Centric PLM since the pandemic began, across a wide variety of industries. Companies who have taken advantage of Centric's rapid remote deployment capabilities to drive efficiency range from smaller emerging brands such as Australia's PE Nation, to the French mega-retailer Monoprix, to large fashion brands such as Brazil's C&A and Germany's s.Oliver.

"Our management team is amazed at how fast everything went. We receive support calls with Centric regularly, and users have adapted to the system incredibly quickly – it seemed they were already used to working with the system by day 2! This project is definitely going to be a model we will follow for future projects."

- Manager Sourcing Operations – Product, Purchase & Merchandise at s.Oliver¹

Since the pandemic hit, companies have shown an acute need to do more with less. Centric PLM enables customers to boost product margins, accelerate the product development process with 3D, improve team and supplier collaboration, run virtual inspections and accomplish remote work that would be otherwise impossible.

As the world continues to generate uncertainty, Centric's record of customer service excellence, industry expertise and flexibility gives customers confidence that products will go from design to launch with greater speed, efficiency and profitability. Centric's commitment to innovation and customer satisfaction has propelled its global growth.

Flexible Solutions for All

Centric PLM adds value to businesses of all sizes, from startups to industry giants.

For small companies (up to 20 PLM users), Centric's rapid deployment enables businesses to get up and running with PLM in as little as 10 days, delivering a fast time to value that is especially critical when investment capital and resources are tight. Modular options and Centric SMB allow emerging businesses to implement core PLM functions at an affordable cost and scale later as needed.

¹ <https://www.centricsoftware.com/in-the-press/s-oliver-deploys-centric-plmtm-with-rapid-speed-and-agility/>

Mid-size companies (up to 500 PLM users) gain from Centric's built-in industry best practices, informed by rich experience and ongoing customer feedback. Centric PLM gives them the edge in a fast-changing market, providing the agility, speed and flexibility they need to keep up with competitors that have larger budgets and resources.

Large companies (1000s of PLM users) particularly benefit from Centric's streamlined deployment, high degree of configurability, ease of integration with other enterprise solutions and ultra-fast processing times even with years' worth of historical data and depth of experience in driving user adoption. Even with large numbers of users, Centric PLM implementations can be completed quickly. s.Oliver recently deployed 750 users within 4 months, while pop culture apparel and accessories company Bioworld implemented Centric for hundreds of users in just a week.

Centric brings unique value to different types of companies. Brands benefit from Centric PLM's powerful ideation and product development capabilities, speeding time to market and enabling trend-right innovation with tight, real-time collaboration across internal teams and suppliers. Retailers use Centric PLM to align merchandise plans with financial goals, develop complex visual and data-driven assortments of branded and private label products by region, channel and store, collaborate with suppliers to create successful own-brand products and stay ahead of the competition. Manufacturers employ Centric PLM to efficiently handle sourcing, materials management, product development, sampling, quality control and co-design with clients, offering cutting-edge product development capabilities that give them a competitive advantage.

Impact of Centric PLM

Frost & Sullivan recognizes that Centric meets customers' needs and exceeds their expectations. Centric customers value the top-class performance and business impact of its PLM solutions:

"Our decision to choose Centric PLM was influenced by the experience and knowledge demonstrated by the Centric team. Centric will help us to achieve not only our operational goals, such as reducing time to market and optimizing the value chain, but also our objectives of excellence for our customers and also for ourselves."

- Project Manager at Auchan Retail²

"We're incredibly pleased with the solution. We're continually finding new opportunities to take processes out of other platforms and integrate them into PLM and Centric has been able to accommodate all of them."

- Senior Manager of PLM and Analytics at Marc Jacobs³

² <https://www.whichplm.com/auchan-retail-chooses-centric-software/>

³ <https://www.centricsoftware.com/success-stories/marc-jacobs/>

"We selected Centric PLM because they have many references from previous implementations and experienced consultants who understand the apparel business. They offer out-of-the-box solutions with no customization yet full configuration and the user interface of Centric 8 resembles an Excel format, which is familiar to our teams."

- Product Development Division Manager at VT Garment⁴

"We think Centric has the best solution. It is very efficient in handling data and very user-friendly. Centric is quite a modern system so it has not got a 'development backpack', a heavy load from old versions, which slows down the flexibility of other systems."

- Quality Manager at Deuter⁵

Meeting Versatile Customer Needs

"At the heart of Centric's success is its agility, allowing customers to embrace a digital workflow and a remote work model while paying close attention to the unique needs of every client."

**- Maksym Beznosiuk, Best Practices
Research Analyst**

At the heart of Centric's success is its agility, allowing customers to embrace a digital workflow and remote work model while paying close attention to the unique needs of every client. When customers purchase Centric PLM, the system starts as core functionality, enabling each customer to configure the out-of-the-box software with 100s of configuration points to model processes to suit their needs. In addition, optional modules, mobile apps and digital

boards can also be deployed for evolved business coverage. This flexibility and specification level gives customers the confidence to invest in Centric PLM, with a return on investment becoming visible shortly after the initial implementation and the ability to easily scale and expand the system in the future as needed.

Moreover, Centric's R&D focus on new products and product enhancements relies heavily on client feedback, demonstrating Centric's customer-centered approach and determination to meet and exceed versatile customers' needs. Centric's PLM innovations are designed to ensure streamlined communication and collaboration across clients' teams and suppliers so that they can create the best products and move products through their lifecycle from ideation to retail with a smooth and consistent workflow. For instance, Centric's CVIP solutions equip customers with paperless digital boards for design concepting, merchandise planning and buying sessions, allowing employees to use data visualization and real-time remote collaboration across mobile and desktop devices to accomplish tasks together. In contrast to the competition, Centric ensures fast, easy, and affordable upgrades and provides round-the-clock support from its global technical teams.

Centric proudly boasts a customer satisfaction rate of over 95%, with over 73% of customers happy to publicly endorse Centric.⁶ 35% of Centric's customers have switched from another PLM solution.⁷ We

⁴ <https://www.centricsoftware.com/success-stories/vt-garment/>

⁵ <https://www.centricsoftware.com/success-stories/deuter-fuels-faster-decision-making-with-centric-software/>

⁶ <https://www.centricsoftware.com/in-the-press/centric-software-leads-in-customer-satisfaction/>

have identified several key distinguishing characteristics that enable Centric to attract and retain satisfied customers:

1. Centric PLM brings unparalleled efficiency in product development and sourcing, making it possible to automate these areas to a large degree and eliminate manual work, which saves time and reduces errors.
2. Sophisticated merchandise planning that aligns with financial targets enables businesses to optimize assortments and product plans with greater visibility and forecasting ability.
3. Centric's groundbreaking 3D integration capabilities replace physical sampling, speeding time to market and lowering customers' environmental footprints.
4. Centric's Acceptance Quality Limit (AQL) inspection module and mobile app enable streamlined product inspections that strengthen relationships with suppliers, offer more accurate and high-quality data and can be conducted virtually.
5. Internal buying processes are transformed with the ability to create virtual showrooms that enable buyer interactions to be conducted in real time, visually and remotely.

Best Practice Examples Confirm High Performance and Ultimate Reliability

Centric is a flexible platform to drive the product lifecycle of any type of consumer goods product and shows proven value across many different industries. Centric has completed more than 400 successful PLM deployments with 99% customer retention.⁸ Frost & Sullivan lauds Centric for the high-quality performance and efficiency of its PLM solutions as demonstrated by the following use cases:⁹

Best Practice Example 1: ASICS, the performance sports footwear and apparel company, adopted the full suite of Centric PLM modules across its three brands to maintain their competitive position at the forefront of the performance sports market worldwide. Using Centric PLM, ASICS' merchandising and product development teams now collaborate in one system. ASICS is swiftly eliminating unnecessary repetitive operations, speeding up data analysis and improving the credibility and visibility of data. Communication with factories is much improved, and many aspects of the business are faster, more consolidated and more efficient with Centric PLM.¹⁰

Best Practice Example 2: Centric helped ThirdLove, an innovative direct-to-consumer American bra company with a data-driven approach to sizing, to optimize their working processes and achieve higher accuracy in tech packs for sophisticated products containing over 30 components across a very wide range of bra sizes. The client chose Centric SMB, Centric's PLM solution for emerging enterprises, due to its ease of use and quick responsiveness as well as the fashion expertise of Centric's specialists. As a result, ThirdLove significantly improved its product development through more efficient communication, resulting in a huge reduction in errors, accessible, complete tech packs and improved supply chain

⁷ https://www.prweb.com/releases/centric_software_drives_the_future_of_plm_with_amazing_innovations/prweb16999073.htm

⁸ <https://www.centricsoftware.com/in-the-press/centric-software-leads-in-customer-satisfaction/>

⁹ <https://www.centricsoftware.com/references/>

¹⁰ <https://www.centricsoftware.com/press-releases/asics-runs-full-speed-centric-software-plm/>

collaboration. Centric is boosting efficiency for ThirdLove in their remote-working situation and setting a foundation for the future.¹¹

Best Practice Example 3: 3COLOUR, a major fashion brand in China, needed a PLM system to reduce errors and improve efficiency. The client looked for a solution to save operating time without incurring extra costs while advancing innovative practices by freeing up time for employees to engage in creative work. By implementing Centric PLM, the client increased Bill of Materials (BOM) accuracy to 100% and designers and product developers can focus more on designing new products. 3COLOUR was so pleased with the initial success that they also implemented Centric PLM for their e-commerce division.¹²

Best Practice Example 4: InterDesign, the worldwide leader in housewares and storage solutions, needed a PLM solution to speed up product development timelines, improve communication across departments with clearly defined hand-offs and unify disparate systems. Centric PLM was chosen as a flexible, intuitive and adaptable solution that could efficiently handle both the physical retail and e-commerce sides of the business. Since implementing Centric, InterDesign has boosted collaboration and efficiency across the organization with clearly defined roles and responsibilities. User adoption is enthusiastically high, and InterDesign are also using Centric to measure key innovation metrics.¹³

Conclusion

An increasing number of companies seek to integrate novel technologies, like Product Lifecycle Management (PLM) solutions, to achieve higher efficiency and higher revenue. Thus, they require effective and interactive tools to optimize the efficiency and management of their most crucial assets. Centric Software is at the forefront of providing versatile PLM solutions that ensure high efficiency, cut costs, and optimize clients' operations, serving as a testament to the company's readiness to meet and exceed customer needs in the PLM market.

For its unrivaled expertise and know-how, innovation-driven solutions, and customer-centered approach, Centric Software is recognized with Frost & Sullivan's 2021 Global Customer Value Leadership award in the PLM software for fashion, retail, and consumer goods industry.

¹¹ <https://www.centricsoftware.com/success-stories/thirdlove/>

¹² <https://www.centricsoftware.com/success-stories/powerful-precision-with-centric-plm-at-3colour-centric/>

¹³ <https://www.centricsoftware.com/success-stories/interdesign/>

What You Need to Know about the Customer Value Leadership Recognition

Frost & Sullivan's Customer Value Leadership Award recognizes the company that offers products or services customers find superior for the overall price, performance, and quality.

Best Practices Award Analysis

For the Customer Value Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Business Impact

Financial Performance: Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

