

FROST & SULLIVAN

CENTRIC SOFTWARE

2022
COMPETITIVE
STRATEGY
LEADER

*GLOBAL PLM SOFTWARE AND
INNOVATIVE SOLUTIONS INDUSTRY*

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 company. Centric Software excels in many of the criteria in the PLM software and innovative solutions space.

AWARD CRITERIA	
<i>Strategy Innovation</i>	<i>Customer Impact</i>
Strategy Effectiveness	Price/Performance Value
Strategy Execution	Customer Purchase Experience
Competitive Differentiation	Customer Ownership Experience
Executive Team Alignment	Customer Service Experience
Stakeholder Integration	Brand Equity

Best-in-class Strategies Drive Competitive Differentiation

Founded in 1998 and headquartered in Campbell, California, Centric Software (Centric) is a long-time provider of product lifecycle management (PLM) solutions for fast moving retail, luxury, apparel and consumer goods including food & beverage, cosmetics & personal care and consumer electronics

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**- Samantha Fisher,
Best Practices Research Analyst**

industries. The company’s customers include some of the most prominent names in retail, including Kroger, Louis Vuitton, and Under Armour. Centric’s innovative software delivers end-to-end support to industry players, from concept to consumer. In 2012, 2016, 2018, and 2021, Frost & Sullivan recognized Centric for its innovation, customer value, and product leadership.

Centric’s primary mission is to provide the market with the best solutions via its experienced team of experts spanning 40 global locations, identifying, and fulfilling client needs from its inception. The company also

leverages its keen partnerships with leading companies to develop and deploy best-of-breed digital transformation solutions.

The company's continuous efforts on acquiring new technology improve upon existing products and expand its PLM roadmap. In 2021, the company further strengthened its value proposition and commitment to the market by integrating Armonica Retail technology and building out its platform to deliver best-in-class experiences and value.

Frost & Sullivan recognizes how Centric partners with customers and innovates by properly leveraging its technology platform and expertise to bring value to the market. The company made significant headway via its 2021 acquisition of Armonica and its Armonica Planning, a cloud-native omnichannel-embedded solution for retail planning. Now rebranded Centric Planning, the technology complements Centric's product family (specifically Centric PLM and its Centric Visual Boards), resulting in a concept-to-consumer platform that provides end-to-end planning and execution. Centric's one-stop shop enables brands and retailers to scrutinize the landscape (e.g., locations, regions, price points) and architect their financial plans to meet their goals. The solution also empowers users with specific methods to execute these plans into an offer, how to best merchandise product and also to adjust that offer mid-season (once sell-in has occurred and selling started). Frost & Sullivan notes that it is simply not enough to decide what products to sell; retailers must clearly understand how to make the products that correspond to the selling strategy. As with all Centric's solutions, Centric Planning is an open technology that can integrate to 3rd party systems including other PLM solutions.

Additionally, this solution presents an optimal venue for stores experiencing ongoing closures, supply chain disruption, and limited capacities due to the COVID-19 pandemic. Centric Planning empowers clients to react to sudden changes, specifically with the ability to streamline and improve product replenishment and dispatch. This digital transformation will provide users enormous value via business planning, visualization, and execution based on real-time planning versus client feedback throughout the product lifecycle. Visual and analytical decision-making, both pre- and in-season, brings unprecedented agility to maximize omnichannel business performance, product sell-through, and speed to market.

Frost & Sullivan believes that Centric Software is uniquely prepared for today's demands and exceptionally positioned for tomorrow's needs. The company's clear strategic vision and execution underpin its partner of choice status and sustainable growth for years to come.

A Customer-centric Approach Driving Unmatched Client Experience

With its customer-centric corporate philosophy, Centric operates on the central tenet that its success depends on customer satisfaction. This philosophy permeates the company's daily practices. From the client-facing roles to the company's leadership, customer focus is an integrated facet of every best practice. Centric avoids simply innovating in a vacuum by properly acquiring the air of the market, as client feedback is a significant factor in its product pipeline development. To this end, Centric designs its PLM and planning solutions to eliminate silos by streamlining and harmonizing communication and collaboration across client teams and suppliers, resulting in a frictionless workflow of ideas, product development, manufacturing, and shipping. The company has also designed new features and made new partnerships to support brands, retailers and manufacturers with their sustainability goals. Centric PLM™ empowers customers with configurable out-of-the-box software equipped with more than 530 configuration points resulting in over 5,000 different ways of working to target specific needs. The company also offers optional modules, mobile applications, and digital boards. The innovative breadth

and specification level of its product portfolio, combined with its inherent flexibility and agility, bolsters customer confidence to invest in Centric. Moreover, the rapid results after initial implementation translate to quick returns on investment and high scalability.

The company rounds out its client support with 24/7 support and affordable upgrades via experienced technical teams. As a result, Centric reports a 97% customer satisfaction rate, 99% customer retention, and more than 600 successful PLM deployments.

Centric meets with clients, virtually or in-person, to assess their specific needs and develop tailored solutions with roadmaps for seamless execution. This foundational approach, resulting in a 100% go-live rate, establishes ongoing trust with customers for long-lasting relationships extending throughout the product's lifecycle; resulting in enterprise-class planning, development, sourcing, quality, and collection management.

Positioned for Growth

Since its inception, Centric's sterling reputation and customer-centric framework led to its coveted preferred partner status. Over the years, it added a range of new customers to its established base.

Centric has developed a new strategy, "PLM for All," which transcends all business models and company sizes (from a few to 10,000s or more of PLM users).

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The company is experiencing worldwide adoption thus growing its customer base and bringing its solutions to more industries. As of 2021, Centric has expanded into food and beverage and cosmetics, and is currently launching into consumer electronics. Frost & Sullivan analysts observe how Centric clearly stands out as a notable digital solutions provider capable of managing all product categories (textile, retail, and non-retail) in a single platform. The company's agile solutions built with real-time tools provide improved visibility on replenishment at every manufacturing stage with great potential for adoption across regions. Currently, Centric is actively expanding its PLM software to

various regional markets beyond North America and Europe. For instance, it has gained wide acceptance in the Asia markets since 2016 and South America since 2018.

The Armonica acquisition provides key advantages to Centric's already best-of-breed product portfolio to enhance customer value and attract new business. The company's new Planning + PLM solution is quite unique in the market, as many competitors cannot replicate its performance. The cloud-native and standard component-based architecture provide undeniable scalability and security, and embedded augmented intelligence analytics enable optimal decision-making. Additionally, the Armonica/Centric combination is exceptionally user-friendly with streamlined and straightforward integration. In this regard, the Armonica acquisition is Centric's "PLM for All" strategy put into action. The end-to-end solution covers all areas and replaces systems of various sizes and scopes, including big-name enterprise

solutions. This product is a true enabler - rather than an obstacle. Frost & Sullivan believes that the company is well-positioned to drive the PLM space into its next growth phase, capturing market share and sustaining its leadership in the coming years.

Conclusion

Frost & Sullivan believes that innovation and growth opportunities drive future success; many factors contribute, yet executing a competitive strategy is quite critical.

Centric Software (Centric) clearly understands that this core concept is leading the product lifecycle management (PLM) for various industries due to its focused strategies, helping it outpace other competitors. Expanding its portfolio of technology to new markets and new solutions in support of its “Digital Transformation for ALL” strategy empowers Centric to uncover business opportunities and penetrate new regional markets, such as the Asia market.

Moreover, the company leverages acquisitions and partnerships to build out its technology and evolve with market trends and customer needs. Its recent acquisition of Armonica nicely demonstrates Centric’s strategic excellence as Centric Planning strengthens its PLM solutions, differentiating from many of its competitors. Overall, Centric develops and implements its strategies with its customers in mind, securing its position as a trusted partner and market leader.

With its strong overall performance, Centric Software earns Frost & Sullivan’s 2022 Global Competitive Strategy Leadership Award in the PLM software and innovative solutions industry.

What You Need to Know about the Competitive Strategy Leadership Recognition

Frost & Sullivan's Competitive Strategy Leadership Award recognizes the company with a stand-out approach to achieving top-line growth and a superior customer experience.

Best Practices Award Analysis

For the Competitive Strategy Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Strategy Innovation

Strategy Effectiveness: Effective strategy balances short-term performance needs with long-term aspirations and overall company vision

Strategy Execution: Company strategy utilizes Best Practices to support consistent and efficient processes

Competitive Differentiation: Solutions or products articulate and display unique competitive advantages

Executive Team Alignment: Executive team focuses on staying ahead of key competitors via a unified execution of its organization's mission, vision, and strategy

Stakeholder Integration: Company strategy reflects the needs or circumstances of all industry stakeholders, including competitors, customers, investors, and employees

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

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

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Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

