



SYNCHRONIZE PRE-SEASON RETAIL PLANNING & BOOST OMNICHANNEL PERFORMANCE

Drive Growth, Agility and Optimize
Assortment Strategies with Centric Planning



Introduction

Effective pre-season planning is at the heart of healthy margins for fashion and retail businesses. Products need to be designed well and developed flawlessly, but the real challenge begins earlier on. You need to accurately predict and match demand to retail products consumers want to buy, and even with the right products, placing them in the wrong location or channel can mean missed sales or reliance on heavy discount markdown strategies to get rid of excess stock.

Reliable, up-to-date data, accurate forecasting and cross-functional visibility are crucial to enable planning teams to make the best pre-season decisions and ultimately improve sell-through, maximize profitability and optimize the omnichannel experience.

Centric Planning™ supercharges pre-season planning with an AI-driven suite of modules that enable planners, merchandisers and buyers to make more informed and strategic choices about assortments, financial targets and inventory allocation.



Discover the Solution

Demand Planning and Forecasting

ACCURATELY FORECAST REAL CUSTOMER DEMAND TO OPTIMIZE ASSORTMENT STRATEGIES.

Centric Software's AI-powered demand planning and forecasting capabilities empower planners to efficiently predict stock requirements, drive better commercial decisions with detailed analysis and avoid holding high levels of inventory to maximize profitability. Embedded statistical forecasting models drive better predictive analysis and enable planners to better compare sell-in vs sell-out to enhance decision-making and reduce overstock.

Merchandise Planning

CREATE YOUR MERCHANDISE PLAN EARLY AND FAST.

The Merchandise Financial Planning module in Centric Planning enables fast, easy, smart planning informed by a powerful data analysis engine, detailed scenario modelling and accurate forecasting. By embedding advanced AI-driven analytics at peak points in the planning process to improve decision-making, merchandisers gain a better understanding of historical performance and the patterns of bias in customers' choices. A 'single source of truth' approach to data enables collaborative planning in a centralized solution.

"What we have now with Centric Planning is complete data visibility and a single version of truth across the company. This empowers teams to be more flexible, agile and reactive."

Chief Innovation Officer

REPLAY

Range and Assortment Planning

DEFINE RANGE AND ASSORTMENT PLANS IN GRANULAR DETAIL.

The Assortment Strategy & Optimization module in Centric Planning enables planning teams to incorporate sophisticated data analysis and granular attribute tagging into their assortment strategy to drive more accurate localization. Planning teams can process and reconcile vast amounts of data across multiple stores, partners and channels to derive accurate insights and quickly define complex assortments.

“Centric Software deeply understands the challenges of retail; the speed, the mindset and the need to be agile and in-tune with the consumer.”

Chief Innovation Officer



The Assortment Planning and Buying module in Centric Planning enables planning and buying teams to confidently build assortments with products consumers really want. Offering fast, easy and smart collaborative planning capabilities backed up by accurate, timely data and AI-driven predictions, Assortment Planning and Buying empowers teams to make sound decisions quickly and efficiently, plan assortments, refine strategies and anticipate in-season trends with ease.



Visual Line & Assortment Planning

VISUALIZE LINE PLANS WITH LIVE DATA AND IMAGERY FROM MULTIPLE ENTERPRISE SYSTEMS

The Centric Visual Assortment Board revolutionizes retail operations by seamlessly integrating with essential business systems like Planning, PLM, ERP, PIM, and more in real-time. It enhances forecasting accuracy, margin setting and revenue targeting across all sales channels while significantly reducing cycle time, expediting time to market. Effortlessly manipulate assortments based on various criteria, supported by powerful visual decision-making tools that align product mixes with market demand. With detailed, visually interactive financial data, users can gain deep insights into SKU performance across multiple seasons, making informed decisions that drive success in retail.

“Pre-season planning at all price points is crucial, as our consumer base has become much more diverse in terms of age and spending power. We must be able to handle omnichannel consumer engagement and increased complexity. Centric Planning and Centric Visual Boards will enable us to achieve more targeted omnichannel assortments.” Managing Partner

BESTSELLER®

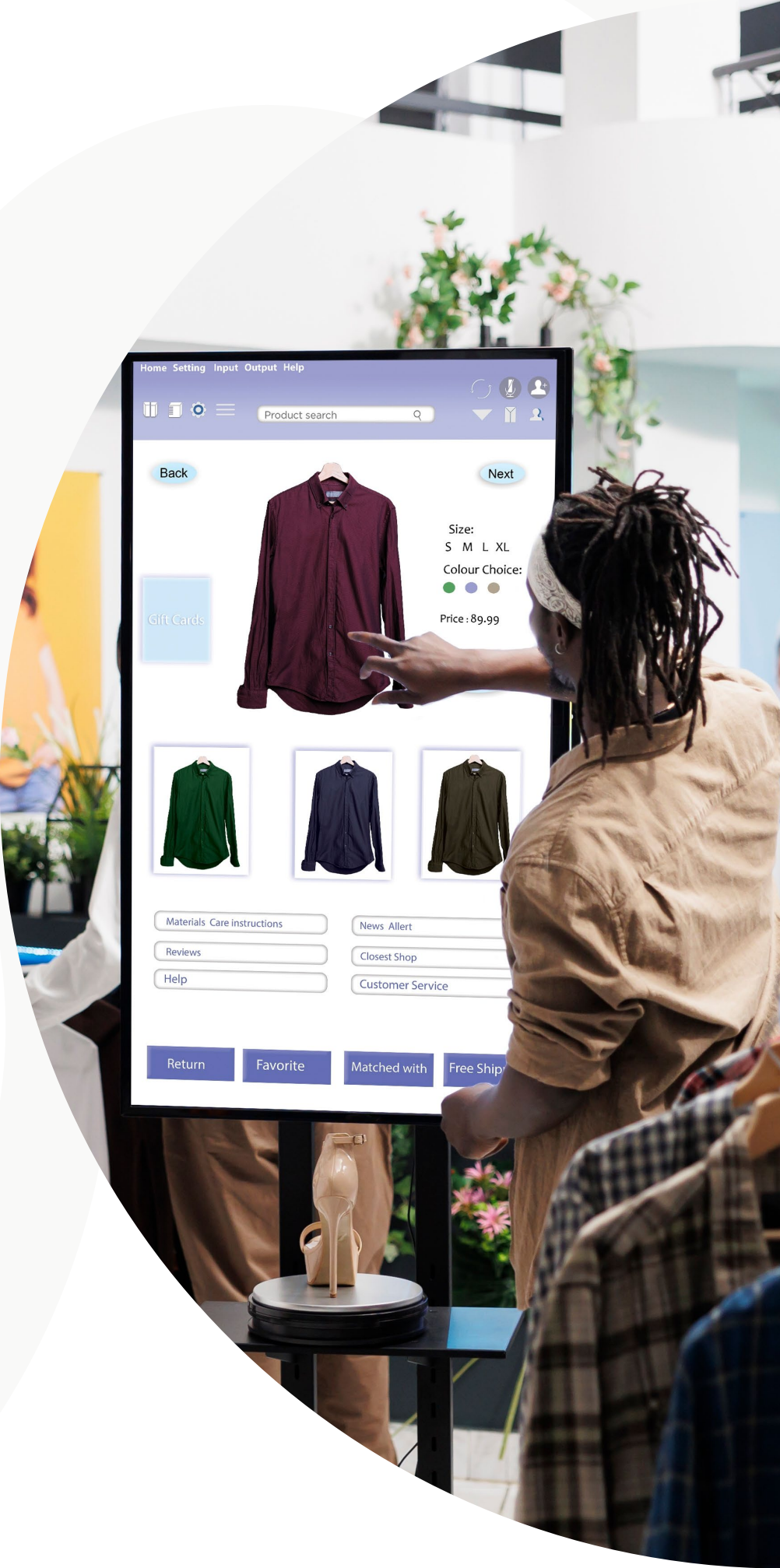
Visual Buying Showrooms

DELIVER CUSTOMER DIGITAL SHOWROOM EXPERIENCES TO EVERY SALES CHANNEL

The **Centric Omnichannel Showroom Board** is a powerful platform designed to unite multi-site and cross-functional teams, leveraging real-time product data for swift trend reactions. Drive competitive advantage by delivering targeted products swiftly. Seamlessly integrate multi-channel orders into backend systems for a unified sales view, enabling agile mix adjustments. Accelerate your sales process from setup to order commitment with unparalleled efficiency.

“Centric’s Digital Buying Board can make our product mix richer and more strategic, improve the accuracy of our merchandising and assortment structure and help the buying team to make better decisions.”
Head of Operations

URBAN REVIVO





Initial Allocation

OPTIMISE INVENTORY ALLOCATION IN RESPONSE TO PREDICTED DEMAND.

Centric Planning's AI-supported forecasting enables teams to optimize initial inventory allocation to minimize store stock holding to maximum profitability. Retailers can reduce out-of-stock and overstock to ensure inventory is optimally distributed where there is the highest probability of sell-through at full price, for reduced markdown and promotions.

"Our consumers are happier because they are able to find the product they need in their stores or online due to better visibility and increased agility on our part."

VP of Global Inventory Management

GUESS

ADVANCED ANALYTICS, AI AND ML CAPABILITIES

Enhance decision making throughout the planning process through the delivery of insightful analyses, impactful indicators and accurate AI-powered forecasting.

"We need a more robust solution, specifically covering the merchandise planning process. And it made sense for us to enter this new phase harnessing AI and machine learning technologies for forecasting."

Global Sales Planning Lead

Triumph

Conclusion

One of the significant pain points in retail is the unpredictable nature of consumer demand. With Centric Planning, retailers can benefit from tools that ensure a higher level of accuracy in pre-season planning. The result? A strategy that is more aligned with consumer demand patterns, enabling retailers to stock the right products at the right time in order to hit financial targets.

110+
increase in
operating margin

75%
reduction planning
cycle time

12-15%
reduction in time spent
compiling plans for
buying and planning

There's a reason thousands of the world's leading brands choose Centric Software as a technology partner. To remain competitive, they lean on Centric's suite of technology which places top priority on providing the most accurate, real-time data on a visually appealing, user-friendly platform that is easy to integrate and configure to each company's unique needs.

Derived from a profound understanding of the retail landscape and leveraging AI and ML capabilities, Centric Planning's pre-season capabilities are able to deliver faster reporting in a variety of formats that empowers teams with the necessary information for proper decision-making when it counts. These insights aren't just data points; they guide actionable strategies that can significantly impact the bottom line when implemented at the opportune moment. By enhancing responsiveness, ensuring data accuracy and a more cohesive product strategy, teams are empowered to make more confident decisions when it comes to assortments, merchandising and initial allocation.



The Market Speaks



Want to find out more about how you can transform your pre-season planning process?

REQUEST A DEMO



About Centric Software

From its headquarters in Silicon Valley, Centric Software provides an innovative and AI-enabled product concept-to-replenishment platform for retailers, brands and manufacturers of all sizes. As experts in fashion, luxury, footwear, outdoor, home and related goods like cosmetics & personal care as well as multi-category retail. Centric Software delivers best-of-breed solutions to plan, design, develop, source, 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 giving 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 Software's market-driven, best-of-breed 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.

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