



## NEWS RELEASE

### **Centric Software Unveils Centric AI to Power Smarter Product Decisions at NRF 2026**

*Centric AI connects product data and workflows from concept to commercialization to automate and accelerate the decisions that drive margin, speed and growth*

**CAMPBELL, Calif., September 10, 2026** — Centric Software® is pleased to announce that it is showcasing Centric AI, its new AI platform for product lifecycle decisions, at NRF 2026: Retail's Big Show Europe, taking place September 15–17, 2026 at Paris Expo Porte de Versailles. Centric Software delivers innovative, integrated, end-to-end AI-powered enterprise solutions to take products from concept to commercialization. Fashion, luxury, footwear, outdoor, home, consumer electronics, food & beverage, cosmetics & personal care as well as multi-category retail teams can plan, design, develop, source, comply, buy, make, price, allocate, assort, sell and replenish products to achieve strategic and operational digital transformation goals.

Retailers and brands are moving AI from experimentation into day-to-day operations, with growing focus on measurable business impact. This shift is especially relevant across the product lifecycle, where decisions combine product data, market demand, sourcing constraints, cost, compliance requirements and commercial priorities. As companies manage more products, channels and regulatory requirements, teams have more information to evaluate but less time to act.

AI is only as useful as the context behind it. Centric AI brings a common AI platform to the product lifecycle, including Centric AI Companion, Centric AI MCP and specialized Centric AI Agents. Centric AI combines more than two decades of connected product data, workflows and industry expertise with conversational interactions, external connectivity, agentic workflows and packaged applications—turning that foundation into a competitive advantage at a moment

when the market is flooded with generic AI promises and starved for AI that delivers real business value.

The business impact is measurable. Customers running Centric AI alongside Centric's concept-to-commercialization solutions reclaim 90–98% of the time previously spent on manual work like data entry, approval routing, bill of materials creation and status tracking. That time saving is visible on the bottom line too with Centric customers reporting 2–5% improvements in gross margin and gains of up to 5% in sell-through from faster, better-informed pricing, assortment and inventory decisions.

"The near-term value of Centric AI is clear: take repetitive operational work off teams' plates and give people back time," says Vincent Picou, Chief AI Officer at Centric Software. "The greater opportunity is ahead—AI agents that evaluate more alternatives and weigh competing constraints in seconds, so every recommendation is already tested against the trade-offs that matter. Human expertise doesn't disappear. It moves to judgment calls and the exceptions only people can resolve."

Centric AI delivers value on both fronts. It saves time on task by automating the operational work inside the product lifecycle—less manual entry, fewer handoffs, fewer approvals and meetings. It also accelerates time to decision by connecting data and surfacing insights across functions, so teams act on the next-best decision instead of waiting to assemble one.

AI is not new to Centric. It's already embedded across Centric PLM™, Centric Visual Boards™, Centric Planning & Pricing™, Centric Market Intelligence™ and Centric PXM™. Centric AI unifies and extends that foundation, reaching product teams in four ways:

- **Ask Centric AI Companion:** teams can surface product and commercial information instantly and trigger actions in natural language, right inside the tools they already use.
- **Connect safely with Centric MCP:** extend the value of external AI systems while keeping product data, permissions and business context under control.

- **Act with Centric AI Agents:** hand off entire tasks end to end. Agents such as the BOM & Tech Pack Agent can turn a rough sketch or supplier document into a complete, multi-line bill of materials in minutes, automatically matching the closest style and building out fabric, trim and packaging details.
- **Solve high-value challenges with Centric AI Apps:** purpose-built experiences like Centric AI Studio™ apply generative AI to product ideation, design and visual content creation to accelerate product development decisions and time to market.

At NRF Europe, Hall 4, Booth P-042, Centric Software will demonstrate how Centric AI connects intelligence across workflows to streamline everyday work and accelerate the product and commercial decisions that shape the bottom line.

"Our strategy is simple: invest in AI where it delivers measurable gains in margin, speed and growth," says Fabrice Canonge, CEO of Centric Software. "As AI moves from experimentation into the heart of business operations, Centric AI builds on decades of product data, workflows and industry expertise to turn AI into a competitive advantage and drive lasting value for our customers."

Discover why connected decisions will define the next generation of retail at the Exhibitor Big Ideas session, Tuesday, September 15 at 14:45, featuring Vincent Picou, Chief AI Officer at Centric Software.

### [ADD TO YOUR AGENDA](#)

See how Centric AI transforms product data into smart decisions from concept to commercialization. Visit Centric Software at Hall 4, Booth P-042 for a live demo.

### [RESERVE TIME](#)

**Centric Software®** ([www.centricsoftware.com](http://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, consumer

electronics 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 & Pricing™**, a cloud-native solution powered by Centric AI that unifies planning, pricing and inventory optimization, enabling retailers and brands to increase sell-through, improve margins and optimize inventory efficiency from pre-season through in-season execution.
- **Centric Market Intelligence™** is an AI-driven platform delivering insights into consumer trends, competitor offers and pricing to boost competitively and get closer to the consumer, driving up to a 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: FR0014003TT8, DSY.PA), the world leader in 3D design software, 3D digital mock-up and PLM solutions.

*Centric Software is a registered trademark of Centric Software, Inc. in the US and other countries. Centric PLM™, Centric Planning & Pricing™, Centric Market Intelligence™, Centric Visual Boards™, Centric PXM™, Centric PIM™, Centric DAM™, Centric*

*Shoppingfeed® and Centric DSA™ (including Centric Digital Shelf Analytics™) are trademarks of Centric Software, Inc. All third-party trademarks are trademarks of their respective owners.*

**Media Contacts Centric Software:**

Aisling Crabbe, Communications Manager

[communications@centricsoftware.com](mailto:communications@centricsoftware.com)

Nav Sangha, Americas

[nav.sangha@centricsoftware.com](mailto:nav.sangha@centricsoftware.com)

Stephanie Dullin-Brule, EMEA

[sdullin-brule@centricsoftware.com](mailto:sdullin-brule@centricsoftware.com)

Lily Dong, APAC

[lily.dong@centricsoftware.com](mailto:lily.dong@centricsoftware.com)