

WINNING COMPANIES ENABLE BUSINESS AND DEVELOPMENT TEAMS TO START EARLY IN THE PLANNING PROCESS.

Centric Line Planning helps development teams focus on the corporate business objectives and performance targets – and deliver the products that will achieve those goals.

► Align development with corporate goals

Centric Line Planning aligns the entire product development team with corporate financial goals, assuring that seasons, departments, collections and even specific styles are managed to meet performance targets. Centric Line Planning also extends senior management's visibility into costs, margins, sales targets and overall performance – providing the ability to review and compare plans, top down or bottom up.

The result? Managers have visibility into how their decisions impact bottom line results, and can fine-tune them accordingly to achieve their performance objectives. Design teams can focus on styles that have the most revenue potential, and make early drop decisions. With improved visibility into business objectives, the development team makes smarter decisions.

► Change the focus of line planning

Conceptually, line planning makes the development process more organized. But if the development team is not aligned with corporate goals, line plans can go off track. Valuable time and resources are wasted on products that don't meet objectives, or arrive late ultimately ending up on discount shelves. Centric Line Planning gives teams the visibility they need into corporate goals so they can make productive business decisions.

Collaboration is also essential. But conventional line planning is usually built on disparate processes and on information scattered throughout the organization, making collaboration challenging. Centric Line Planning is an easy-to-use and -implement centralized line planning solution that provides the visibility to keep managers and product teams aligned with business goals.

Collection Matrix	Proto	Collection Matrix
<p>Collection: City Collection</p> <p>Department: Kids Apparel</p> <p>Brand: Spring</p> <p>Season: Summer 2012</p>	<p>Style: Working</p> <p>Status: None</p> <p>Material: Cotton</p> <p>Size: 1</p> <p>Rep: Nathan Administrator</p>	
Item Top	Garment Long Sleeve	Garment Jacket

COLLECTION MATRIX OF APPAREL STYLES

CENTRIC LINE PLANNING BENEFITS

Centric Line Planning delivers vital business results:

Ensure product success

- Direct effort toward products that have the greatest potential for success.
- Base product management decisions on sales forecasts and histories.

Focus the team on goals

- Keep teams informed on objectives, such as GMROI and volume targets.
- Empower teams to make better business decisions.

Meet market windows

- Streamline the development process.
- Quickly identify and resolve performance bottlenecks.

Reduce product costs

- Avoid product 'over'-development.
- Make timely product drop decisions.

Boost team productivity

- Centralize access to product data.
- Avert errors by providing team with latest product information.

Centric offers a range of essential features that deliver compelling benefits.

TOP DOWN CAPTURE OF BUSINESS GOALS

- Set performance targets directly from corporate goals and initiatives.
- Distribute and track targets across brands, divisions, and product lines
- Make management and development decisions based on goals.
- Make timely product drop decisions, based on design preferences and real information, not “guess-timates” from last season.
- Keep the entire team aware of and focused on goals and winning products.

BOTTOM UP ROLL-UP OF ESTIMATES WITH BUILT IN BUSINESS LOGIC

- Capture sales estimates by price, by volume and by specific distribution channel. Combine with vendor/supplier cost detail to drive GMROI by style, by collection, by brand etc.
- Gain comprehensive views of estimates from styles through season planning.

PLAN DISTRIBUTION AS PERCENTAGE SPLIT OR FIXED VALUES

- Allow goal distribution to automatically drive down to style level by simple percentage split.
- Enable line planners to distribute goals and communicate targets to separate collections.

ANALYTIC VIEWS

- View trends and performance against goals instantly with robust graphics and charting.
- Drill down rapidly to identify outliers that impact business performance.
- Realize the benefits, but avoid the cost, of an expensive business intelligence system.

PLAN BY DISTRIBUTION CHANNEL

- Capture volume estimates by channel.
- Generate realistic bottom-up estimates.
- Analyze total volume and margin by channel for each season.



Centric 8 PLM and sourcing suite is an enterprise solution set that includes Line Planning, Product Specification, Product Sourcing, Calendar Management, Enterprise Search, Storyboard, and Materials Management on one powerful yet easy-to-use platform.

Item	Allocation	Target Revenue	Estimated Revenue	Target Margin	Estimated Margin	Target Volume	Estimated Volume	Target Revenue	Estimated Revenue	Target Margin	Estimated Margin	Target Volume	Estimated Volume
Report		134	176	40	43	667,100	727,369	11,034,898	11,819,363	7,014,703	11,472,124	86%	84
Footwear & Accessories	None	42	33	14	11	111,833	130,456	3,321,675	3,343,478	1,213,754	2,596,333	81%	8
Summer Apparel	None	54	63	12	16	77,101	94,426	1,794,328	1,844,418	1,328,437	1,427,333	79%	7
Kids Apparel	None	23	23	12	12	148,016	143,494	2,309,011	2,925,110	1,662,040	2,116,640	72%	14
Home Apparel	None	15	55	8	8	48,550	34,000	934,731	575,478	484,347	544,640	69%	8
Winter Apparel	None	20	20	11	11	281,000	269,111	3,982,791	3,914,360	2,221,310	3,722,492	62%	14

TOP DOWN VERSUS BOTTOM UP COMPARISONS