

## LINE PLANNING ALIGNS DEVELOPMENT WITH BOTTOM-LINE BUSINESS GOALS.

Top-down. Bottom-up. Focused teams.

### ► Changing the Focus of Line Planning.

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. It 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. Easy-to-use reports, graphs and charts offer instant views into trends and performance, eliminating the need for costly business intelligence systems.

The result? Companies can improve profitability by enhancing the visibility of sales targets and performance, cost and gross margins before style details are developed. Managers can direct efforts toward products with the greatest impact on revenue, meet market windows by quickly identifying and resolving bottlenecks, and focus their teams on GMROI, volume targets and other key objectives.

### ► Built to Deliver Value. Fast.

Centric 8 delivers real value – fast. That means 4-6 months, and in many cases sooner.

Centric 8 PLM starts by incorporating the domain expertise, processes and business practices that are common within the apparel and fast moving consumer goods industries. Centric 8 works on the principle that user acceptance and adoption are critical to achieving rapid benefit and full system value. Guided by this premise, Centric 8 includes an intuitive, easy-to-use interface that users find approachable and understandable. Finally, Line Planning—like every Centric 8 module—delivers robust functionality on its own. When combined with other Centric 8 modules, its real power is unlocked, unleashing synergies that assure the benefits generated by Centric 8 expand beyond the department or workgroup to the entire extended enterprise.

### CENTRIC LINE PLANNING OVERVIEW

Enhance the entire team's ability to meet targets and achieve success.

#### Establish Top-down Goals

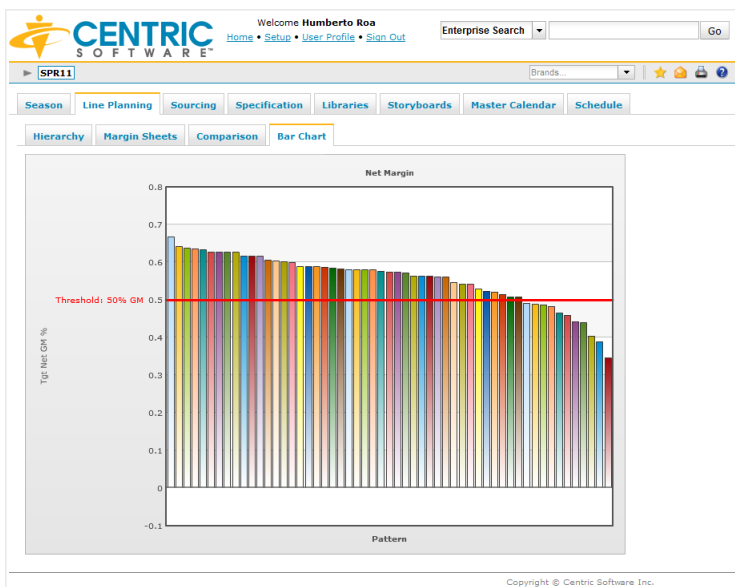
- Set performance targets directly from corporate goals and initiatives.
- Track targets across brands, divisions and lines.
- Make timely product drop decisions with visibility into hard and opportunity costs.
- Establish slots as place holders that capture revenue targets and allow development to flush out style details.

#### Make Bottom-up Estimates Throughout the Development Process

- Capture sales estimates by price, volume and distribution channel.
- Combine sales estimates with vendor/supplier cost detail to calculate GMROI and GMROI by style, collection, brand, etc.

#### Use Flexible Analytics

- Capture volume estimates by channel.
- Generate realistic sales estimates.
- Drill down easily to identify outliers that impact performance.
- Avoid the cost of expensive business intelligence systems.



Margin threshold quickly identifies underperforming styles.

► Decisions Based on This Season's Data.

Today, staying competitive means actively managing brands, getting trend-right products to market quickly, shortening product cycle times, and increasing productivity throughout the supply chain. Centric 8 Line Planning speaks directly to the bottom line by allowing design teams to focus on the styles that promise the greatest impact on revenue.

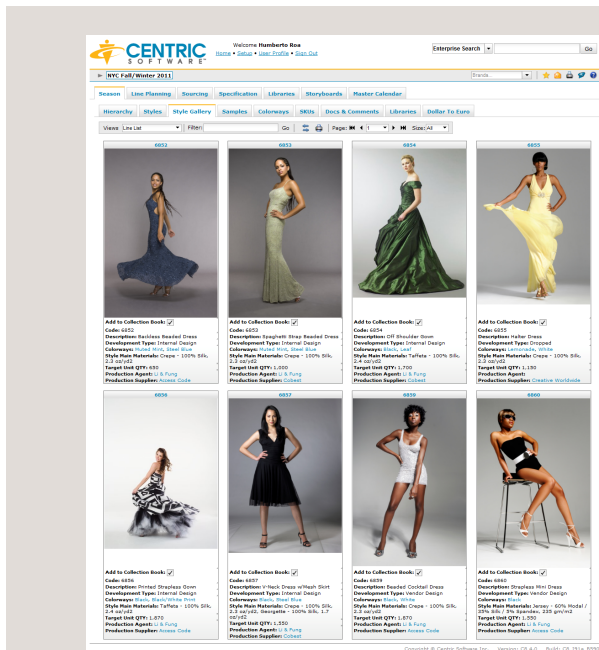
An Excel-like dashboard captures top-down business goals, as well as bottom-up estimate roll-ups. Quick comparisons of goals vs. estimates mean that product drop decisions stem from real numbers, not hunches. Additionally, while conventional line planning often is built on disparate processes and with information scattered throughout the organization, Centric Line Planning provides the visibility to keep managers and product teams aligned with business goals to make collaboration a reality.

Centric Line Planning FEATURES

- Capture, establish and communicate top-down performance targets for brands, divisions and product lines.
- Enable bottom-up capture of sales estimates by price, volume and distribution channel.
- Define fixed-percent or custom-defined goal distribution and automatically drive goals down to lines or styles.
- Analyze volumes by channel or outlier performance, and generate realistic bottom-up estimates, while avoiding the expense of business intelligence systems.

Centric Line Planning BENEFITS

- Align design teams with corporate goals and objectives through improved visibility.
- Make timely product drop decisions based on current design performance data, not “guesstimates” from prior seasons.
- Improve success rates by directing efforts toward products with highest potential for success.
- Reduce product costs by avoiding “over-development” on products with little likelihood for success.



Centric Software is a leading provider of product lifecycle management (PLM) solutions for makers of hard and/or soft lines in the fashion and fast moving consumer goods industries. Centric 8 delivers easy-to-use functionality to manage critical, inseparable business processes, including product development, sourcing, line planning and profitability management, through a modularized system that implements and delivers value rapidly.

**More information:** To learn more or speak with a Centric representative, call +1.408.574.7802 x399, email [centric@centricsoftware.com](mailto:centric@centricsoftware.com), or visit our web site: [www.centricsoftware.com](http://www.centricsoftware.com).

Collection Books, managed easily by merchandising staff, display the latest product options from the Centric 8 system.