

COLLECTION MANAGEMENT PUTS ANY COLLECTION IN ITS BEST LIGHT.

Market-right collections. Dynamic catalogs. Rapid sales.

► Finally. The power of PLM for marketing, merchandising and sales.

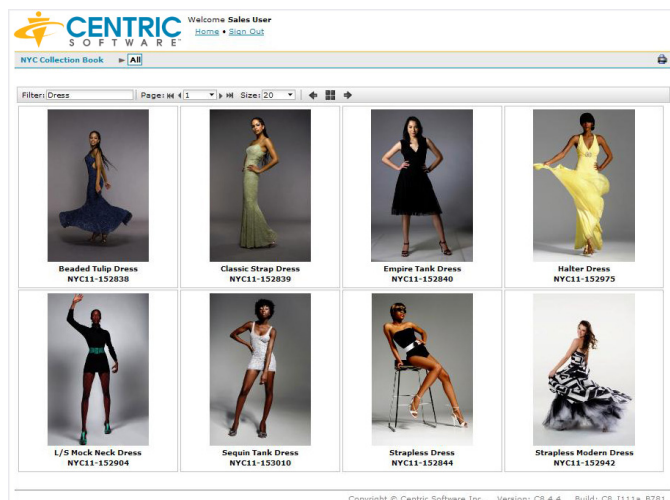
Centric Collection Management helps apparel and fashion, luxury goods and fast-moving consumer goods companies put a “single version of the truth about the product” into the hands of market- and customer-facing teams. Marketing, merchandising or sales professionals can easily develop always-accurate collection catalogs and segment them for region, language, customer type, product type and more. Using any internet browser, customers can log in to private portals and view Collection Catalogs tailored to their exact requirements by sales or merchandising. Optionally, when calling on customers and prospects sales staff can show collections and take orders using Centric’s patent-pending and easy-to-use Collection Book for Fashion iPad App—whether online or not.

The result? Catalog printing expense declines or disappears. Timely, accurate product information replaces the errors inherent in print catalogs and ordering systems so that customers and prospects see only up-to-date product options and pricing—tailored to their specific needs. Marketing, merchandising and sales productivity increases. Errors decrease, enhancing the customer’s experience, and satisfaction grows. Revenues increase.

► Built to Deliver Value. Fast.

Centric 8 delivers real value—fast. That means 3–4 months, and often sooner.

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



CENTRIC COLLECTION MANAGEMENT OVERVIEW

Replace paper-based catalogs’ expense and errors with dynamic and accurate information.

Leave paper-based catalogs and order systems behind.

- Easily create highly-customized assortment presentations using accurate, up-to-date information within Centric 8.
- Modify catalogs for specific market requirements.
- Support multiple languages while sharing product images and color ways.
- Override default system pricing information to reflect regional, promotional or other pricing programs.

View collections two ways.

- Allow customers to login to private portals and view targeted Collection Catalogs.
- Optionally, enable sales reps to use Centric’s Collection Book for Fashion iPad App to present accurate product assortments—with or without an internet connection.
- Integrate order capture on Centric’s Collection Book iPad App with in-house sales order or ERP systems, instantly capturing sales data and processes.
- Increase customer satisfaction by showing only available products and options. Or, show other options to impress customers with capabilities.

► Putting accurate product information in the hands of customer-facing teams.

Today, maximizing revenue is all about selling the right products to the right markets while enhancing the customer experience. Yet printed catalogs and order systems—costly to produce, poorly segmented and unable to display timely, accurate product information—often frustrate the customer’s buying experience.

Centric 8 Collection Management enables the easy and rapid creation of dynamic catalogs. Readily customized for any customer segment or market, or easily localized for language or specific pricing requirements, these catalogs are dynamically updated with the latest product information from within the Centric 8 PLM system, so they are always up-to-date and accurate. Customers can log in through a portal to view Collection Catalogs tailored to their unique requirements. Or sales staff can use Centric’s attractive, easy-to-use Collection Book for Fashion iPad App to present product assortments and take orders. Marketing, merchandising and sales work in concert to present the right products to the right market segments while enhancing the customer’s experience.

Centric Collection Management FEATURES

- Create catalogs easily and rapidly. Customize these for specific customers, regions, product types or categories, or any number of other requirements.
- Enable customers to view customized, web-based Collection Catalogs from their desktops using any browser.
- Optionally, use Centric’s Collection Book for Fashion iPad App—whether online or not—to display only those items you want the customer to see. Or, include additional items to demonstrate “concepts” and “capabilities.”
- Override system-default pricing information for regional, promotional program or other pricing requirements.
- Take orders from within the Collection Book for Fashion iPad App, and integrate directly with your organization’s sales order or ERP system.

Centric Collection Management BENEFITS

- Boost the revenue production and productivity of your sales team by putting the right catalog for the right market in their hands when they sit in front of the customer.
- Improve the customer experience and satisfaction by avoiding inaccuracies in the order-taking process. Never again make a call to a customer to say, “I’m sorry. Those items are no longer available.”
- Increase the efficiency of marketing, merchandising and sales teams by providing an easy-to-use and flexible tool that leverages the “single version of truth about the product” contained in Centric 8.

Centric Software is a leading provider of product lifecycle management (PLM) solutions for companies in the apparel and fashion, luxury goods 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, or visit our web site: www.centricsoftware.com.

