



PLM stands for Product Lifecycle Management.

Are you missing out if you don't have PLM?



PLM is the technology that helps people make the stuff that we buy in stores: clothes, shoes, bags, tents, gift baskets and more. Even furniture, make up and toys for your pet!

Today, everything we buy is made by a team of people.



This team is not in the same building, city, country or time zone. We all speak different languages. Coordination is very important because in order to make a very simple product, like a T shirt, a lot of information is needed; threads, fabrics, sizes, labels, logos, packaging, pricing, etc. And, no one only makes 1 product at time.

Companies make several products at once.



Many times, hundreds or thousands.



It is really, really hard to keep track of all of that information, all of those people and who needs to do what.

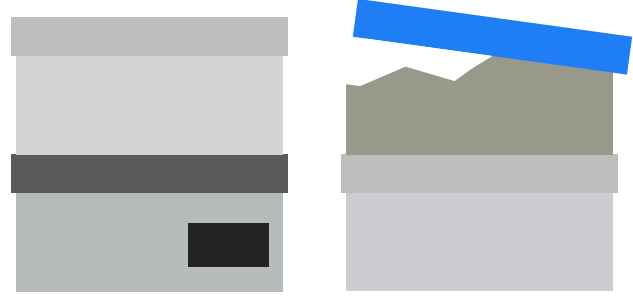


People try to work with software like excel, email, dropbox, servers, thumbdrives, powerpoint ...
... but this generally leads to chaos with masses of wrong, missing and duplicate info.

This makes people pretty crazy and it is very stressful.



Centric PLM is only for fashion and fast moving consumer goods companies because companies are very heavily influenced by consumer trends and need to design beautiful things fast.



Products change often.
Especially colors and sizes!



Centric PLM saves the day!



It's pretty cool!!!! It connects people, processes and information so you have one version of the truth.