

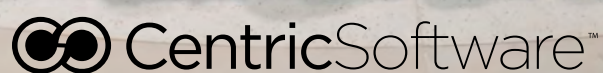


PURCOTTON IMPLEMENTS DIGITAL TRANSFORMATION "THREE-STEP STRATEGY" WITH CENTRIC PLM™

CENTRIC SOFTWARE HELPS PURCOTTON TO BUILD A COLLABORATIVE,
EFFICIENT, AND OPEN PRODUCT DEVELOPMENT MANAGEMENT PLATFORM

觉醒·归真

以天然棉花为载体，汲取自然灵感
从一朵棉花到每件Purcotton成品
优选配棉，匠心制造
让生活回归舒适、简单



"Our R&D must maintain close ties with consumers so as to shorten our market response and product launch cycle. PLM is product lifecycle management, which is based on products rather than commodities. It is a vital tool to shorten the distance between concept and consumer."

According to Mr. Li Jianquan, General Manager of PurCotton, prior to their PLM implementation, products were designed based on the previous experience of their R&D and design teams. Products are now much more inline with market demand, getting PurCotton closer to consumers – especially vital with the popularity of product influencers and e-commerce live streaming. To fully realize smart product go to market, PurCotton has joined hands with Centric Software to build a cross-departmental product development management platform that supports multiple R&D and product ideation models, thereby achieving their goals of a comprehensive digital upgrade and more efficient operations.

CHANGING THE WORLD WITH 100% COTTON

Having inherited 30 years of expertise in the medical field from parent company Winner Medical, PurCotton's vision is to "Change the world with 100% cotton". With an unwavering focus on cotton, the company is involved in the innovative research and development of three core SKUs, namely cotton tissue, wet tissue and sanitary towels. These are spread across seven categories, including cleaning care, pregnancy care, feminine care, clothing and home and living. PurCotton has earned an excellent reputation in the fields of maternal and infant products and daily necessities.

ELABORATE PLANS TO DRIVE DIGITAL TRANSFORMATION

In 2019, PurCotton set up a "three-step strategy" for digital transformation, starting with central commodity operations and integrating with front-end product development management and back-end supply chain management. To date, the company has completed the first step - building an intelligent commodity management system (IMS) with independent intellectual property rights - and has implemented online business processes in the planning and operation stages. Support from the product planning, design and R&D teams is necessary to completely realize smart commodities management. A market-oriented, collaborative, efficient



“ THE PLM PROJECT IS AN UPGRADE AND OPTIMIZATION OF PURCOTTON'S TEXTILE BUSINESS, ENABLING US TO REVIEW THE ENTIRE PROCESS OF PRODUCT RESEARCH AND DEVELOPMENT, AS WELL AS ACHIEVE FIVE PROCESS REFORMS AND DATA AGGREGATION FROM EIGHT PRODUCT DATABASES. ”

CHALLENGES

- + Decentralized system made collaboration difficult
- + R&D was based on previous experience, rather than market demand
- + Data was difficult to quantify and aggregate
- + Relevant and up-to-date data was often unavailable to aid decision-making
- + Input from product planning, design and R&D teams was needed to fully realize smart commodities management

and open product development management platform was needed, which drove PurCotton to embark on a PLM project.

PROFESSIONAL REPUTATION ATTRACTS COOPERATIVE PARTNERSHIP

Having decided to implement their “three-step strategy” with PLM, the next question was, which PLM vendor should PurCotton work with? Mr. Zeng Qinhua, Commodity Director of PurCotton, shared that all the companies he had worked for in the past had chosen to adopt Centric PLM. Deciding to find out more, he learned that Centric Software had established partnerships with thousands of brands worldwide, including well-known brands in the industry. Following thorough research into Centric’s reputation, professionalism and product quality, PurCotton decided to partner with Centric Software.

OPTIMIZING PROCESSES TO INCREASE EFFICIENCY

PurCotton had already adopted digitalization in enterprise management to varying degrees, but decentralized systems were insufficient for efficient coordination, quantification and data aggregation, as they made decision-making more difficult. During the implementation process, the Centric team focused on the three goals of “collaborative processes, visualized business and data-based products” and took appropriate measures to target PurCotton’s R&D and operational pain points and actively optimized the aggregation of

RESULTS

- + Built a cross-departmental product development management platform that supports multiple R&D models
- + Realized 3 strategic goals: data-based products, collaborative processes and visualized business
- + Aggregated data from 8 product knowledge bases and organized more than 1,500 system fields
- + Teams are more focused on researching consumer demands and product innovation

product data and brand knowledge from eight different databases, thus achieving interconnected data across the value chain to support data-driven decision-making.

Mr. Zeng Qinhua described the implementation process during the project launch meeting, saying, “The PLM project is an upgrade and optimization of PurCotton’s textile business, enabling us to review the entire process of product research and development, as well as achieve five process reforms and data aggregation from eight product databases. Through the active use of PLM, I believe that launch cycles of new products will be further shortened in the near future, and we will be better equipped to meet the needs of consumers.”

PRECISION AND PRACTICABILITY

Ms. Zheng Lin from the Commodity Planning Department of PurCotton comments, “By collaborating with the Centric team, we were able to establish a cost-oriented R&D logic that prioritizes materials, patterns, packaging and costs, subverting our original business logic. The implementation of PLM saves us time and material costs, and allows us to continuously amass experience, thus realizing data aggregation throughout the value chain to form PurCotton’s brand DNA.”

Today, thanks to Centric, teams at PurCotton are no longer tied down by cumbersome document management. In the future, they will spend more energy responding to consumer demand and working on product innovation.





ABOUT PURCOTTON (www.purcotton.com)

Having inherited 30 years of expertise in the medical field from its parent company Winner Medical, PurCotton's vision is to "Change the world with 100% cotton." With an unwavering focus on cotton, the company is involved in the innovative research and development of three core SKUs, namely cotton tissue, wet tissue, and sanitary towel. These are spread across seven categories, including cleaning care, pregnancy care, feminine care, clothing, and home and living. Through its efforts, PurCotton has earned a good reputation in the fields of maternal and infant products and daily necessities, enabling consumers to enjoy a safe, happy, and sustainable all-cotton lifestyle.

In 2017, PurCotton opened its first 1000-sqm store in Suzhou, with e-commerce sales occupying the top spot among its competitors on platforms such as Tmall and JD.com. As of the end of June 2021, PurCotton has a total of 279 stores and nearly 30 million online and offline members have been registered.

ABOUT CENTRIC SOFTWARE (www.centricsoftware.com)

From its headquarters in Silicon Valley, Centric Software® provides a Product Concept to Consumer Digital Transformation Platform for fashion, retail, footwear, luxury, outdoor and consumer goods including cosmetics and personal care and food and beverage. Centric's flagship Product Lifecycle Management (PLM) platform, Centric PLM™, delivers enterprise-class merchandise planning, product development, sourcing, quality and product portfolio optimization innovations specifically for fast-moving consumer industries. Centric SMB focuses on core tools and industry best practices for emerging brands. Centric Visual Innovation Platform (CVIP) offers highly visual digital board experiences for collaboration and decision-making. Centric Software pioneered mobility, introducing the first mobile apps for PLM, and is widely known for connectivity to dozens of other enterprise systems including ERP, DAM, PIM, e-com, planning and more as well as creative tools such as Adobe® Illustrator and a host of 3D CAD connectors. Centric's innovations are 100% market-driven with the highest user adoption rate and fastest time to value in the industry. All Centric innovations shorten time to market, boost product innovation and reduce costs.

Centric Software is majority-owned by Dassault Systèmes (Euronext Paris: #13065, DSY.PA), the world leader in 3D design software, 3D digital mock-up and PLM solutions.

Centric Software has received multiple industry awards and recognition, including being named by Red Herring to its Top 100 Global list in 2013, 2015 and 2016. Centric also received various excellence awards from Frost & Sullivan in 2012, 2016, 2018 and 2021.



www.centricsoftware.com