

# THE MARKETPLACE WORLD CUP

The marketplace is similar to the World Cup. Every brand is pulling out all the stops and executing their best strategies in order to win, and to add to the pressure, there's a huge audience watching your every move.

Imagine we selected players from brands that use Centric PLM and sent them on the pitch to play head to head against a team of players from brands that don't use a PLM or use a frozen PLM.

Who will come out on top?



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# MATCH ONE | CHALLENGE - COMMUNICATION



**TEAM CENTRIC PLM**

**VS**

**TEAM NO PLM**



"These are two strong teams but Team No PLM has a history of not communicating effectively and that's when they lose time and lose control of costs. It will be interesting to see how Team Centric PLM work together as a team."



## USING CENTRIC PLM FOR COMMUNICATING

- People know where they can find the most up-to-date information
- Less emails are required
- People can focus on being more productive
- Stop chasing info! Let it come to you!

## COMMUNICATING THROUGH EMAIL

- Time is spent chasing info rather than being efficient
- It is not clear which information is the most recent
- Emails can get lost or deleted
- Keeping organized is a difficult task

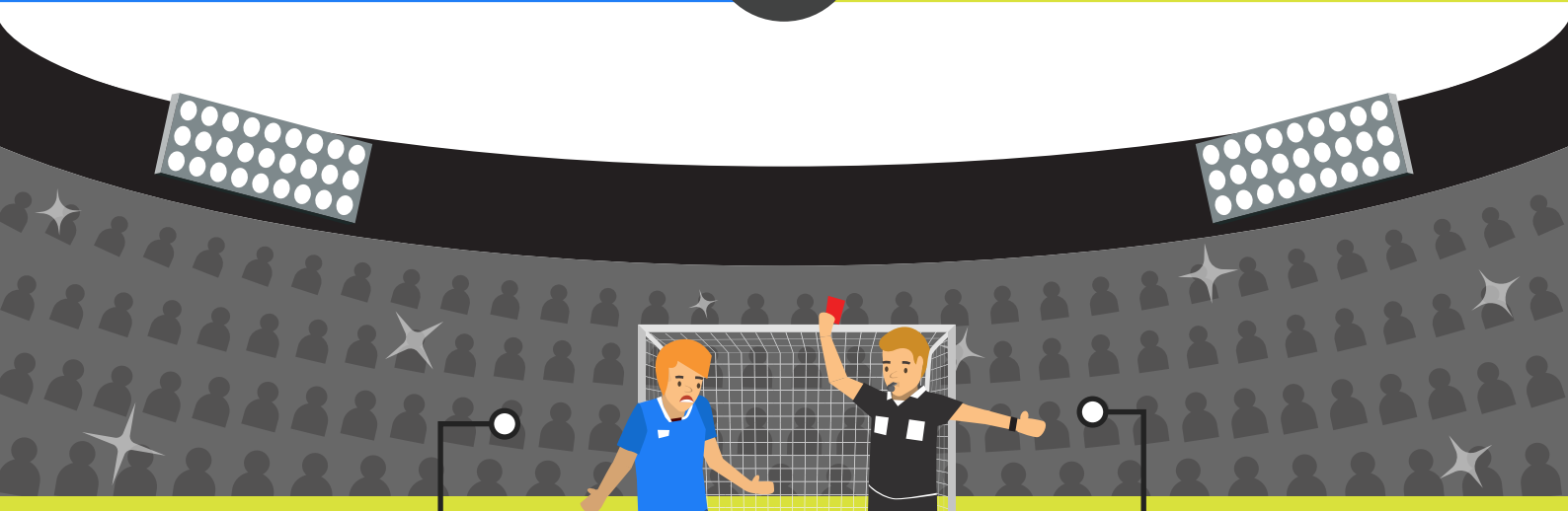
## USING CENTRIC PLM IN MEETINGS

- Centric PLM allows information to be updated in real-time during meetings
- No time wasted post-meeting updating the system
- Information is always accurate



## INEFFICIENT MEETINGS

- Information needs updating and relayed post-meeting
- This is time-consuming
- Information could be inaccurate if there is a delay in typing it up or things are forgotten



## USING CENTRIC PLM TO SHARE INFORMATION WITH SUPPLIERS

- Suppliers have access to accurate and up-to-date product information
- Therefore fewer questions are asked and fewer errors occur
- Products can get to market quicker

## COMMUNICATING WITH EXTERNAL SUPPLIERS

- Time is wasted answering questions from suppliers rather than focusing on job
- Information can be un-clear, and errors occur
- Products can be delayed to market as a result

90:00	
Team Centric PLM	Team No PLM
03	00

## POST-MATCH COMMENTS FROM TEAM CENTRIC PLM

“After using Centric for a couple of seasons things have completely changed, communication across teams became a lot smoother. People can rely on the information they get and really focus their energy on being more efficient and creative.”

**Bestseller**

“We experienced a **20% decrease** in questions from suppliers after initial tech pack distribution thanks to Centric.”

**Mustang**

“Now we have one source, so all ideas are collected in the same spot and it's much quicker, much easier to collaborate across offices and locations and make all the important decisions quickly.”

**Helsport**

“One of the key things that we benefitted immediately from having Centric was opening communication between different departments and now we're able to make updates in real-time.”

**tentree**

# MATCH TWO | CHALLENGE - ACCURACY



**TEAM CENTRIC PLM**

**VS**

**TEAM NO PLM**



"It's all about accuracy in this match. There's really no room for mistakes at this stage of the competition."



## CENTRIC PLM FOR SINGLE DATA SOURCE

- Centric PLM ensures that there is only ever a single version of the truth so you can feel confident that the data is accurate

## MULTIPLE SOURCES OF DATA

- Working with spreadsheets and emails means that data is easily duplicated and it's not clear which is the most accurate version

## REAL-TIME UPDATES USING CENTRIC PLM

- Using Centric PLM means that data is updated in real-time
- People can always see the most up-to-date information



## DATA IS NOT UPDATED IN REAL-TIME

- When information needs to be entered manually, there can be delays especially if people are on the move
- Other people accessing the information may be unaware if the information is outdated



# TEAM CENTRIC PLM

# VS

# TEAM NO PLM



## POST MATCH COMMENTS FROM TEAM CENTRIC PLM

“The solution allows for the merchandising and development team to update the system during meetings and maintain accuracy in real-time. They don't need to go back to their desks after meetings and type everything up.”

**Fast Retailing**

“Working offline, people could only ever see their portion of the picture – not the big picture itself. There's nothing quite like being able to see, accurately and in an online environment, where things stand, rather than just being told.”

**Camelback**

“Data errors have **decreased by 20%** since using Centric PLM.”

**Delvaux**

“We now know that everyone has access to correct information all the time. Even better, there is no data duplication required or even allowed, which saves us a lot of time.”

**Yoox Net-a-Porter**

“One of the things that Centric really helps us with is providing the data that we need. We can see what we've done in previous seasons to help decide what we really need to focus on.”

**Crocs**

# MATCH THREE | CHALLENGE - EFFICIENCY



**TEAM CENTRIC PLM**

**VS**

**TEAM NO PLM**



"The pressure is really mounting in this match! Who will use every second to their advantage?"



## NO MORE ADMINISTRATIVE TASKS

- Styles can be quickly duplicated across seasons using Centric PLM
- Changing product data is quick and simple creating tech packs is much quicker

## MANUAL DATA ENTRY

- Manually entering information about every product is a time-consuming task
- This needs to be completed every time a product is changed, or a new style is created

## EASY TO FIND DATA ON CENTRIC PLM

- Centric PLM information comes to you and you can filter out what isn't needed
- Time isn't wasted searching for the correct spreadsheet or email



## DATA SEARCHING

- Without an organized system, finding specific information about a product or supplier for example can be very difficult and time-consuming



# TEAM CENTRIC PLM

# VS

# TEAM NO PLM



## STREAMLINED COMMUNICATION

- Information is easy to share using Centric PLM
- Fewer questions are asked so there is less back and forth communication through email
- Everyone can work more efficiently

## COMMUNICATION ISSUES

- Communicating with suppliers and other departments is rarely efficient when using a combination of emails and spreadsheets
- Time is wasted answering questions and checking accuracy

## QUICKER DECISIONS

- Decision making is a quick and smooth process when everyone can see the data in front of them in a visual way using Centric VIP
- Changes are easily made on Centric PLM such as costing scenarios



## DIFFICULTY DECISION MAKING

- Making decisions about products can be difficult when information is not in one place or readily available
- Pulling together information for meetings is also time-consuming

## POST-MATCH COMMENTS FROM TEAM CENTRIC PLM

“With Centric PLM, we lowered data entry time from **5 days to 1 per style.**”  
*Delvaux*

“Sample lead time was **reduced by 25%** after using Centric and the time to get pricing from factories was **reduced by 75%.**”  
*Klim*

“Centric PLM reduced product information search time by approximately **30%.**”  
*Mustang*

“New product set up time has been reduced from **1 week to 2 days.**”  
*Unieq*

“We were able to **reduce time to market by 15 days.**”  
*Nina Ricci*

“There has been a **20% improvement** in design efficiency through eliminating manual data entry alone.”  
*Tom Tailor*



# TEAM CENTRIC PLM IS THE WINNER OF THE MARKETPLACE WORLD CUP!



## THE MARKETPLACE WINNING CHECKLIST

- ☒ The best technology
- ☒ Talented and committed individuals
- ☒ Access to expert advice
- ☒ An innovative strategy
- ☒ Willingness to adapt and improve
- ☒ Ability to collaborate and communicate with others



“So Team Centric PLM have won this year’s Marketplace World Cup! They were a clear favorite to win from the start and demonstrated that they could collaborate effectively, maintain accuracy and be efficient no matter who they were up against.”

## THE RIGHT INVESTMENT = THE GREATEST RETURN

Do you want to make sure that you’re a marketplace winner?

Get in touch with us today and we’ll show you how Centric PLM will help you achieve total success.

**REQUEST A DEMO**



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