

AI-Powered Execution From Product Concept to Consumer

**Connecting Planning, PLM, Market
Intelligence, Pricing & Inventory and PXM for
Speed, Margin & Consumer Trust**



Introducing



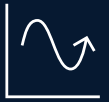
Phillip Wills
Sales Manager,
Oceania
Centric Software

The Decision Paradox

Markets are accelerating



More portfolios, variants, SKUs and complexity



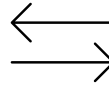
Faster innovation and customer-driven product lifecycles



Sustainability, compliance and Regulatory requirements



Expectation for growth and margin pressure



But most organizations still operate manually and reactively



Too many manual tasks, reworks and handoffs



Slow and reactive decisions, with late or missing insights



Disconnected teams, data and processes



Siloed optimization, with no cross-functional, alignment

Time to decision is the new currency for every business

Generic AI tools Fail To Deliver Value

AI is everywhere, but impact is rare



Lack of product and lifecycle understanding

Generic models don't understand product lifecycle dependencies and product data



AI is layered on disconnected workflows

Decisions stays fragmented across systems



More insights create more complexity

Output multiply, decisions do not get simpler



No coordination, no outcomes

Functions optimize locally while the business stays misaligned

Evolving from Linear Execution to Concurrent Commercialization

Traditional Commercialization



Sequential and Reactive

VS.

Concurrent Commercialization



Continuous & Concurrent Execution

Why Concurrent Commercialization Matters

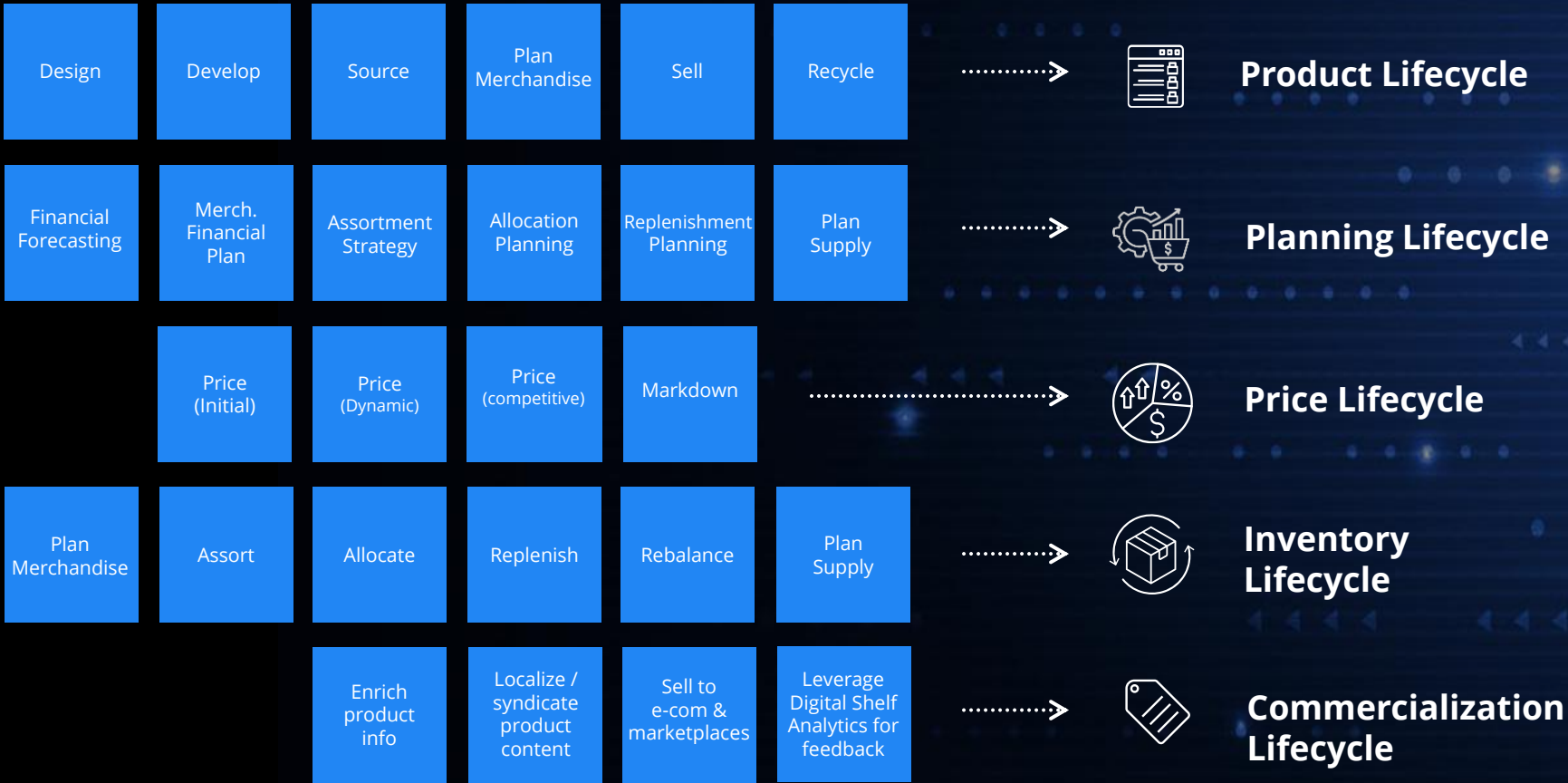
1. Decisions move from seasonal to continuous
2. Insights move from hindsight to predictive
3. Execution shifts from handoffs to shared workflows
4. Value is defined before inventory is committed

One Centric Seamless Experience

From Product Concept to Commercialization

Replace Siloes and chaos by

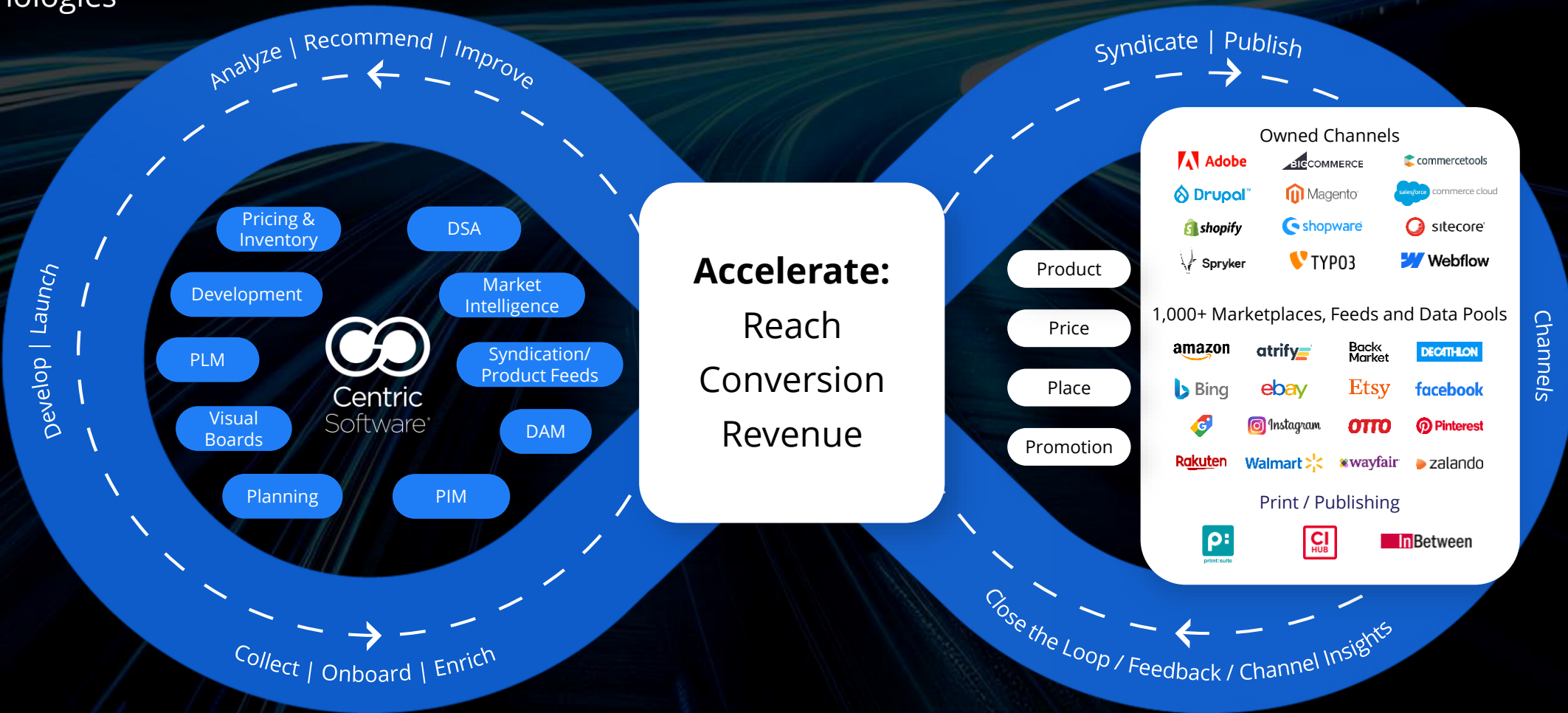
One Centric Platform powered by Centric AI



- Predict, optimize and automate decisions with Centric AI
- Aggregate all product, planning & inventory **data**
- Integrate competitive data and early demand signals
- Streamline processes across the lifecycle
- Execute your job smarter, faster and better with visual & AI-driven decisions

Centric PXM: Where Product Experience Drives Commercial Performance

Centric Seamless Experience: Product Concept to Commercialization
PLM, Planning, Pricing and PXM on One Platform with Embedded AI Technologies

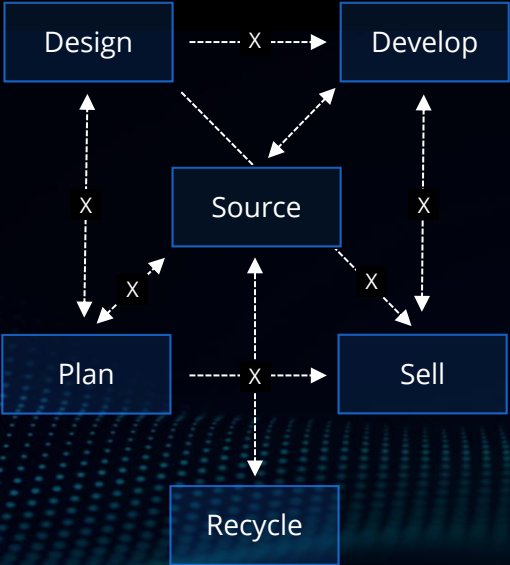


The Centric AI Vision

Centric AI transform Product Lifecycle Management for a passive system into an **active decision engine**

Traditional PLM – Passive system of record

-  **Store Information**
-  **Siloed workflow**
-  **Reactive approach**
-  **Manual work**
-  **Off-line decisions**



PLM powered by Centric AI – Active system of decisions

-  **Connected lifecycle intelligence**
-  **Guided next-best actions**
-  **Coordinated workflows**
-  **Continuous optimization**
-  **Embedded decisions**

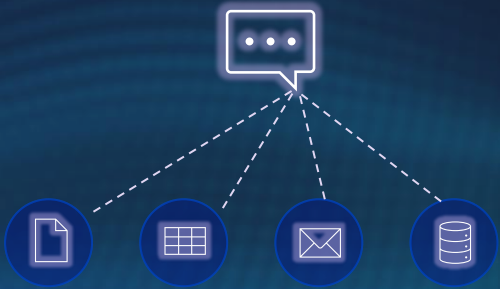


Centric AI – Automates everyday tasks and accelerates decisions across the lifecycle

What Makes Centric AI Different

Generic AI

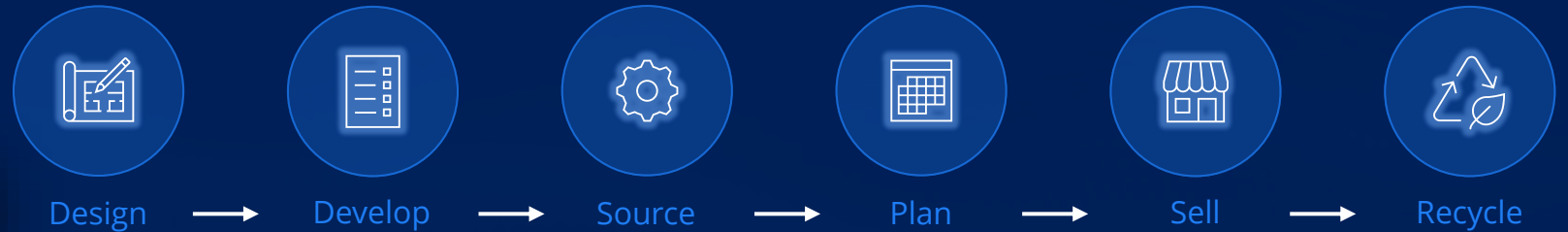
Understands language



VS

Centric AI

Understands product lifecycle data and decisions



- Generates disconnected outputs
- Lacks product and lifecycle context
- Not embedded in operational workflows



20+ Years

Of Structured
product and
commercial data



20.000+ Brands

Across all consumer
goods industries



AI Embedded

In the workflows
used every day

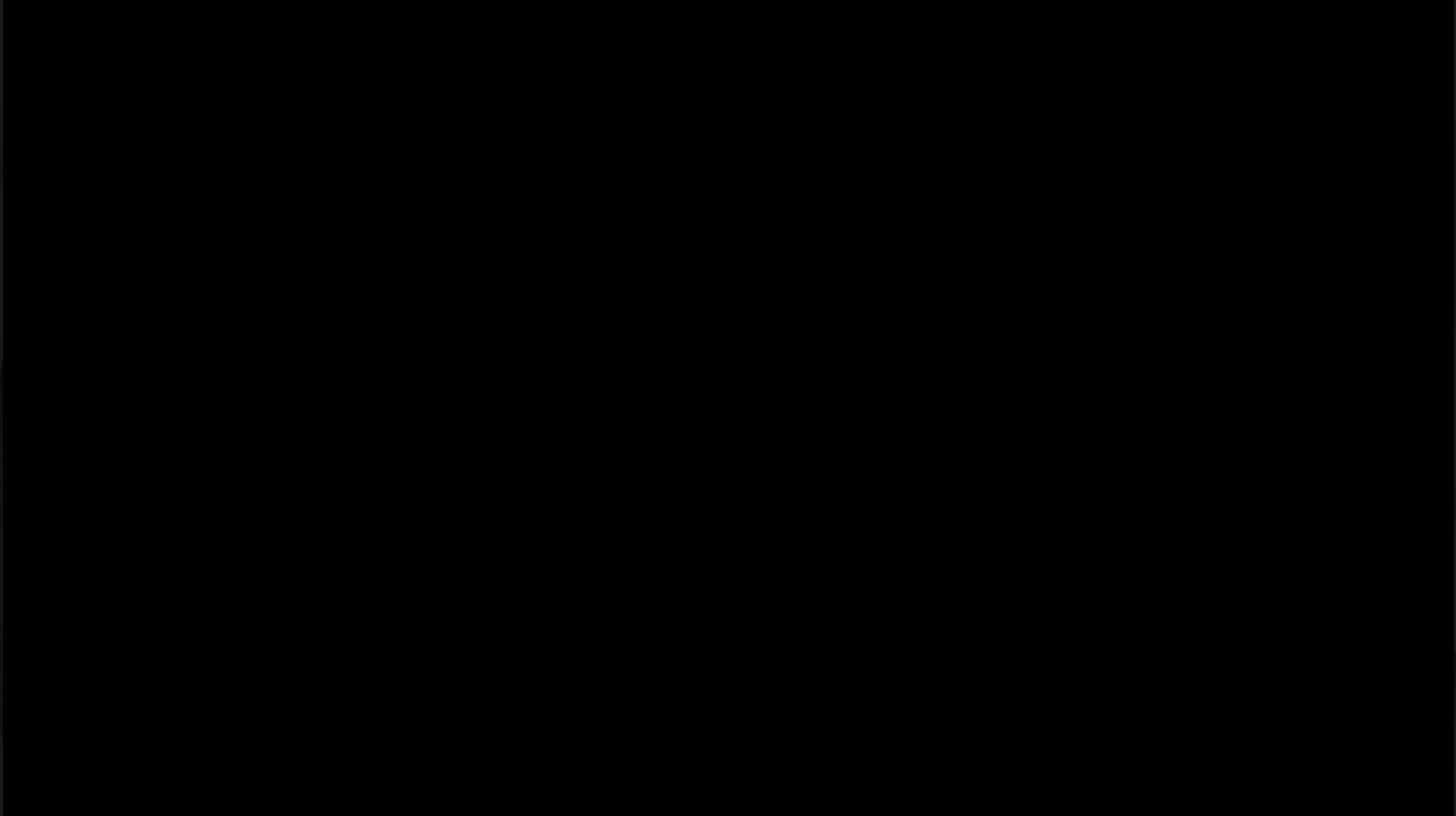


End-to-end

Powers lifecycle
from concept to
commercialization

AI becomes **exponentially more valuable** when it understands the product lifecycle.

Least Cost Formulation



Food Labeling Compliance





AI Edit

Input Image



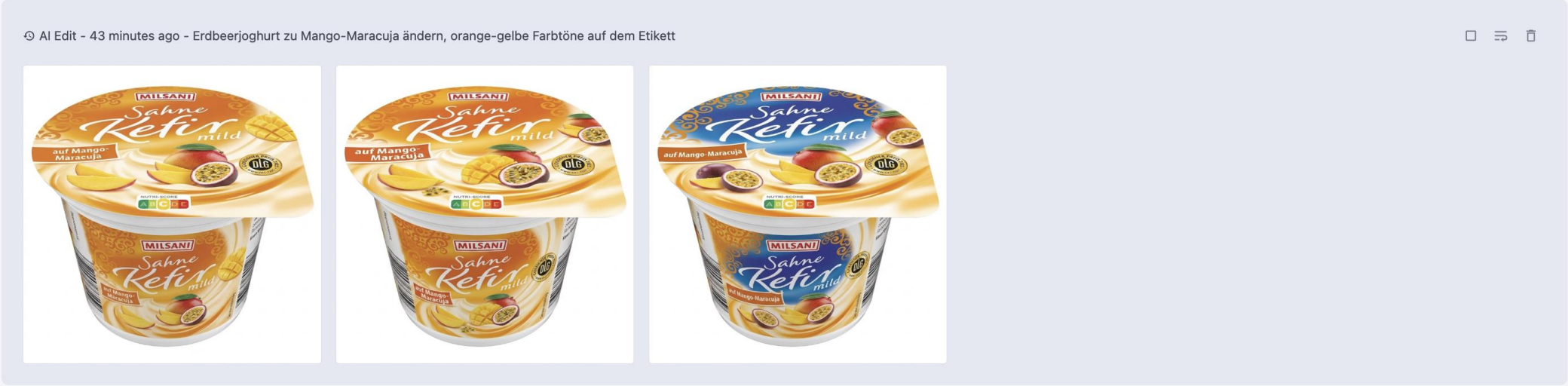
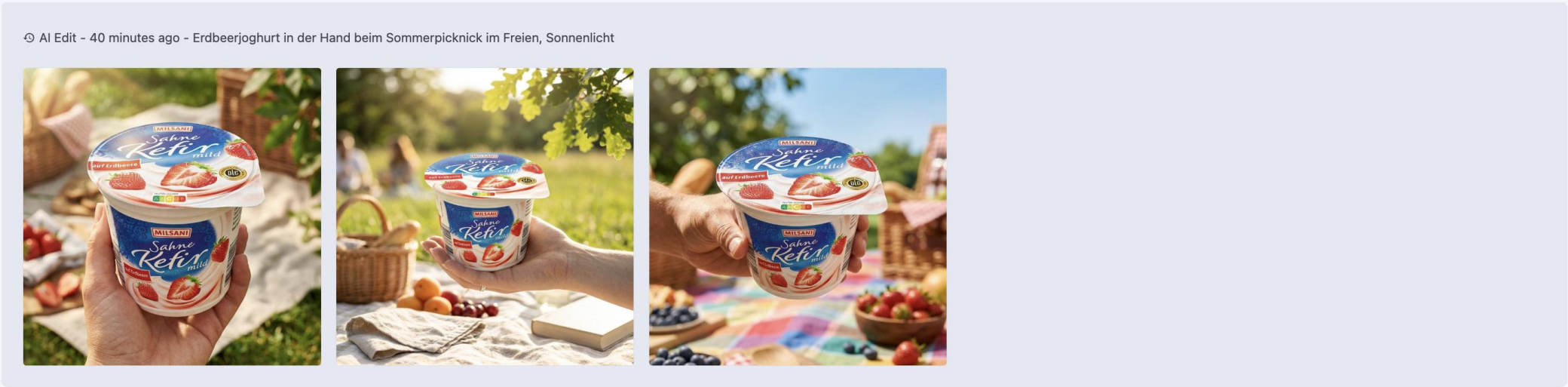
Prompt

Strawberry yogurt in hand, outdoor summer picnic.

+ Suggest prompt

Advanced Settings

Generate



+





















Close the Loop PXM

Internal &
external
data
sources



Product
Experience
Cloud



Fast Time to Value. Strong ROI.



Plan

75%
reduction in
planning cycle time

110%
increase in
operating margin



Develop

6x
faster time to
market

100%
BOM accuracy



Sense

20%
reduction in product
development time

80%
less time spent
on manual analysis



Price

6-18%
increase in sales

Up to 50%
reduction in
manual workload



Allocate

20%
Increase in stock
availability

50%
reduction in daily
workload



Sell

400%
revenue
growth

8.5x
increase in product
data accuracy and
completeness