Elevate your Product Innovation

Create the Right Products for the Right Market at the Right Time

Speaker: Massimo Antoniello

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Community Member

DAGORÀ

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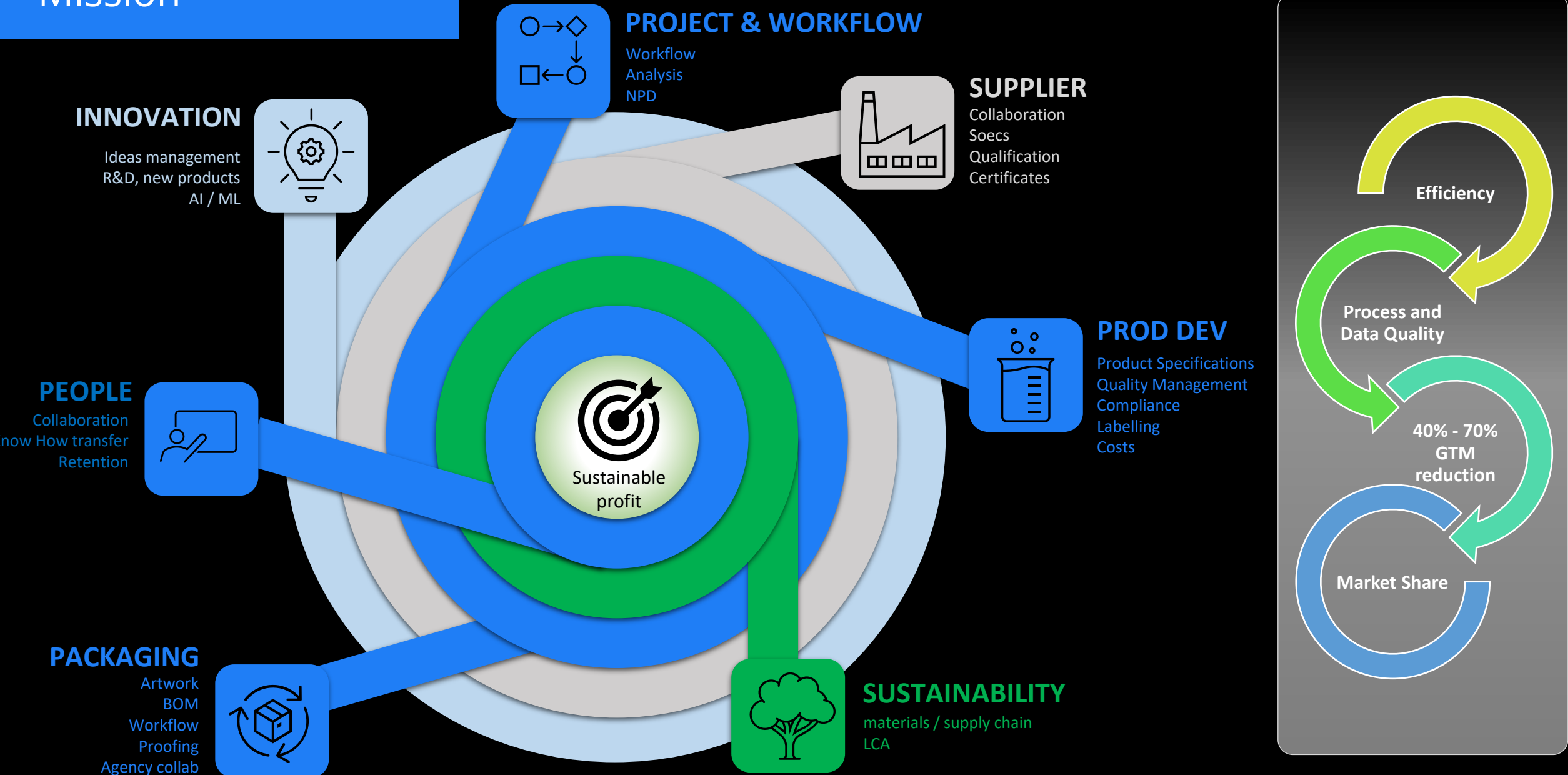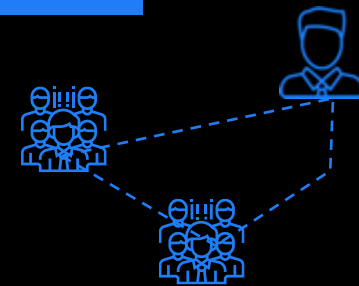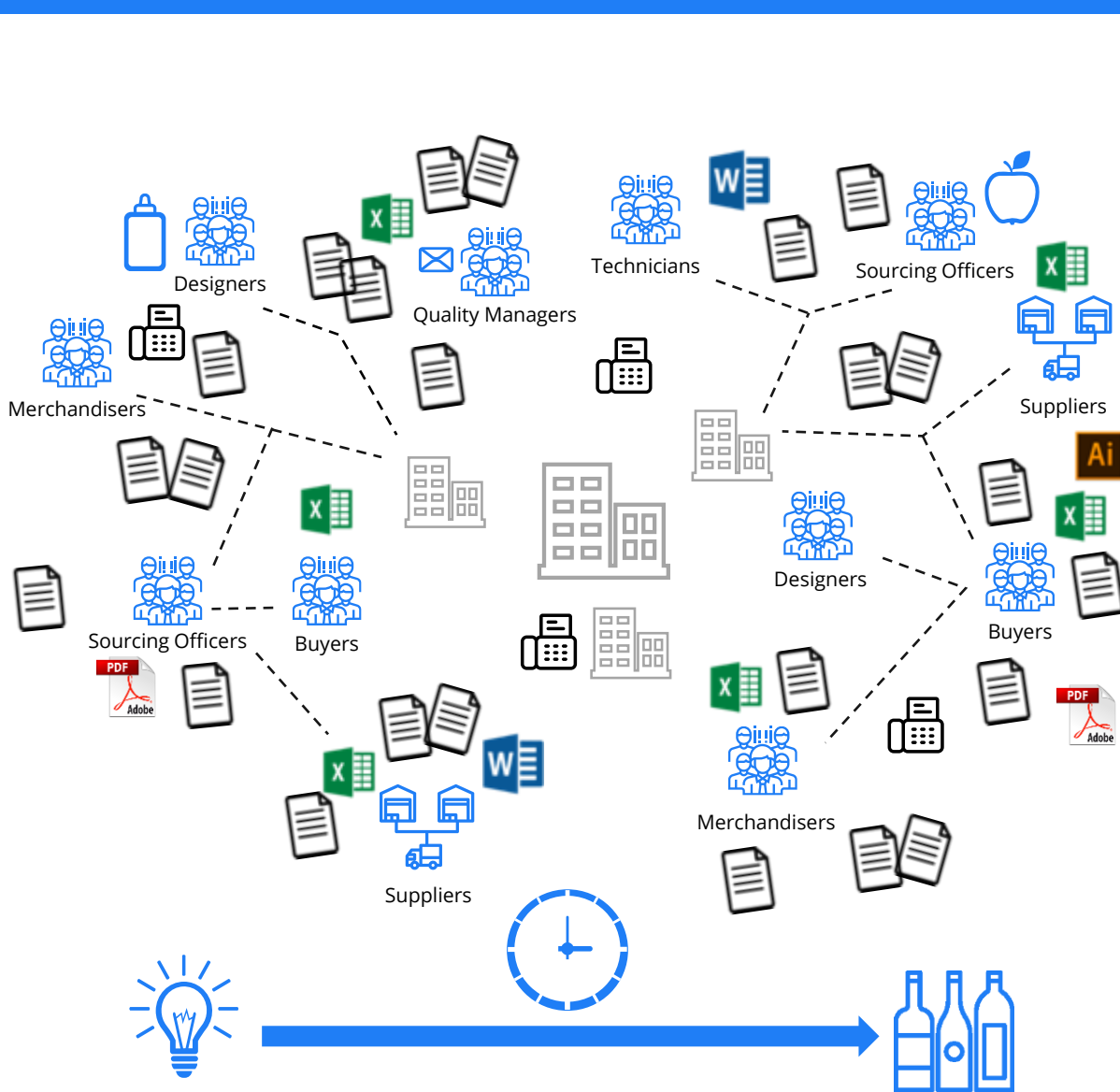
Agenda

WHY

WHEN

WHO

WHAT

CentricSoftware™

Mission

PROJECT & WORKFLOW
Workflow
Analysis
NPD

SUPPLIER
Collaboration
Soecs
Qualification
Certificates

INNOVATION
Ideas management
R&D, new products
AI / ML

PROD DEV
Product Specifications
Quality Management
Compliance
Labelling
Costs

PEOPLE
Collaboration
know How transfer
Retention

Sustainable profit

PACKAGING
Artwork
BOM
Workflow
Proofing
Agency collab

SUSTAINABILITY
materials / supply chain
LCA

Efficiency

Process and Data Quality

40% - 70% GTM reduction

Market Share

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Agenda

WHY

WHEN

WHO

WHAT

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The Spreadsheet-Based Approach

Designers

Quality Managers

Technicians

Sourcing Officers

Merchandisers

Suppliers

Designers

Sourcing Officers

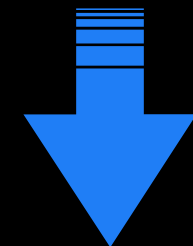Buyers

Buyers

Merchandisers

Suppliers

Inefficient, point-to-point communication

Too many emails

Document-based development

Rekeying data

Slowed processes

Errors or inaccurate information

Informal validation

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Process Flow

Merchandising Planning → Ideation, Project Mgmt. → Product Portfolio & Product Brief → Sourcing, Component Mgmt. → Formula Mgmt. / Formulation → Cost Management → Quality Management → Spec Mgmt. & Approvals → Document Management → CR

PROJECT MANAGEMENT WORKFLOWS

CHANGE MANAGEMENT

SUPPLIER COLLABORATION
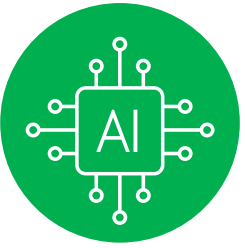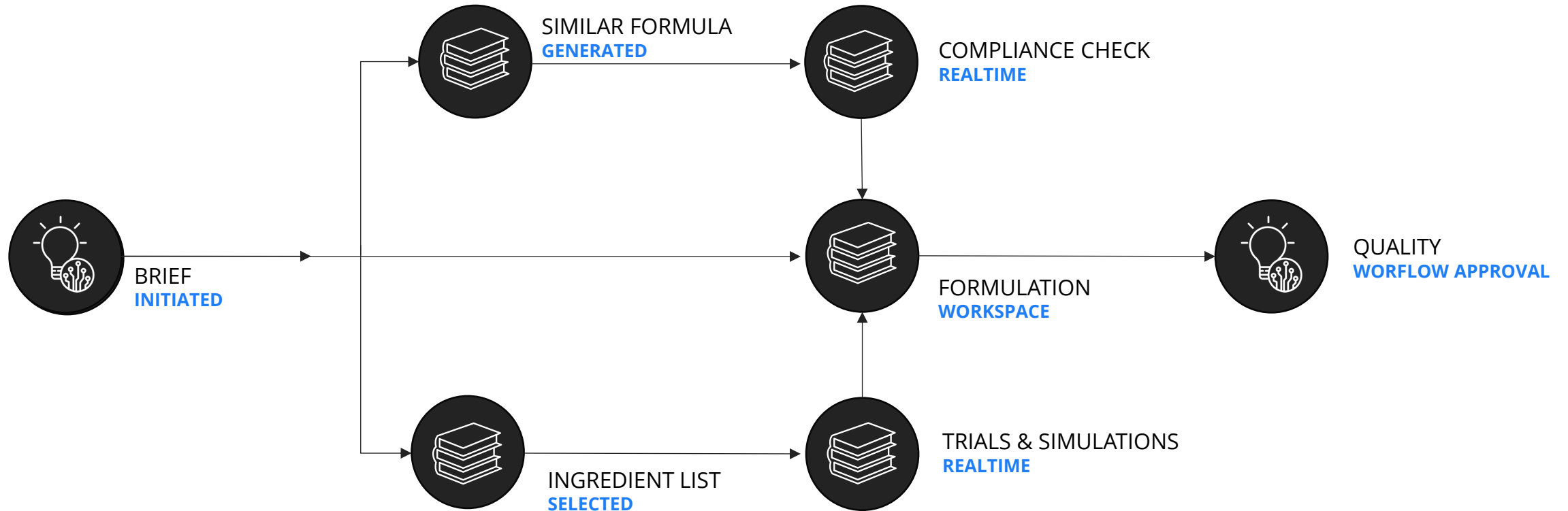
COMPLIANCE CHECK

PACKAGING DEVELOPMENT

SUSTAINABILITY

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AI-Driven Recipe Creation Process

HOW IS AI REDUCING RISK, SAVING TIME AND BOOSTING INNOVATION IN FOOD, BEVERAGE & GROCERY?

SIMILAR FORMULA
GENERATED

COMPLIANCE CHECK
REALTIME

BRIEF
INITIATED

FORMULATION
WORKSPACE

QUALITY
WORFLOW APPROVAL

INGREDIENT LIST
SELECTED

TRIALS & SIMULATIONS
REALTIME

→ **Recipe Development, similarity search and product match transformed with AI**

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Agenda

WHY

WHEN

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WHAT

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The Industry Market Leader for
Fashion, Retail, Consumer Goods, Food & Beverage, Consumer Electronics and Cosmetics and Personal Care

99%
Customer retention rate since inception

Silicon Valley HQ
25 Locations

1200+
Employees

1000+
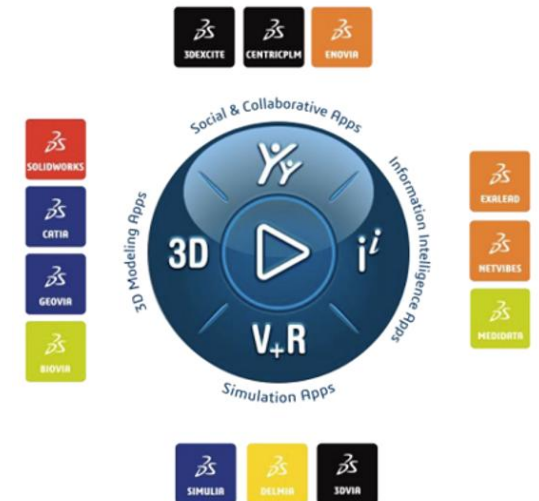Centric customers

100 000+
Centric users worldwide
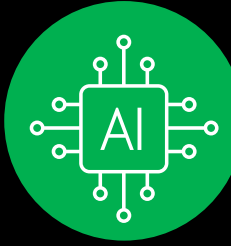
€ 1.5t
Per year in revenue attained impacted

The Market Speaks:
Continuous growth & increase in market share for the past 8 years

Dassault Systèmes invests in Centric Software since 2018:

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Key Takeaways : The transformative potential of Centric Software

AI

Impact

Market competitiveness and the impact of technology on **accelerating R&D** also with Artificial Intelligence

Comprehensive Solutions

Proactively drive your entire **PLM process** All-in-one platform addressing compliance, supply chain, and sustainability.

Compliance & Quality

Organize and optimize your **product quality data**.
Evaluate **regulatory compliance** for recipes

Savings

Avoid costly **recalls**

PORTFOLIOS

R & D

FORMULATION

MERCHANDISING

COMPLIANCE

PACKAGING

COLLABORATION

SOURCING

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Questions?

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Thank You!

For any questions please contact:

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