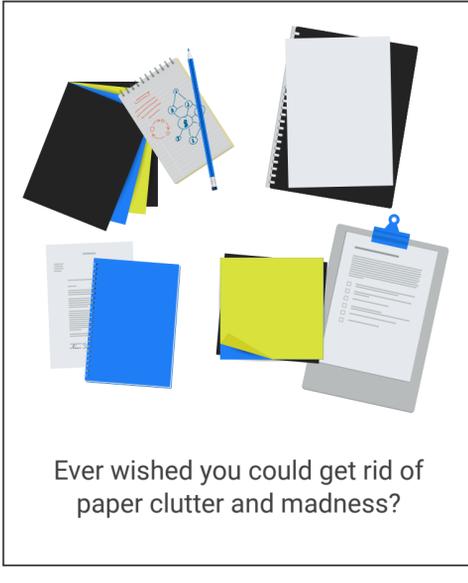


# WHAT IS CENTRIC VIP?

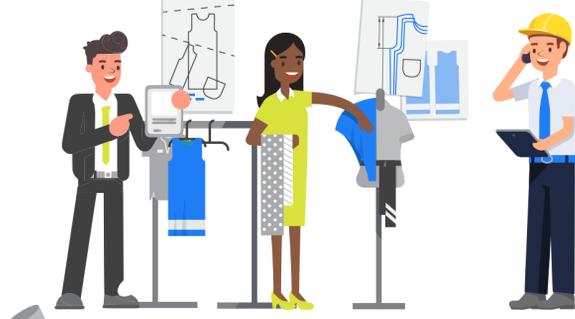
## Centric VIP stands for Visual Innovation Platform

Centric VIP is a visual, fully digital collection of boards for touch-based devices like iPad, iPhone and large-scale, touch-screen televisions.

Throughout the collection development process, multiple teams need to give input to make key decisions about silhouettes, materials, collection structure, assortment, etc. Up until now, teams put mini-bodies, material swatches, colors, line drawings and other ideas on large foam core boards in order to view the collection status because there was not a good digital alternative.



Ever wished you could get rid of paper clutter and madness?



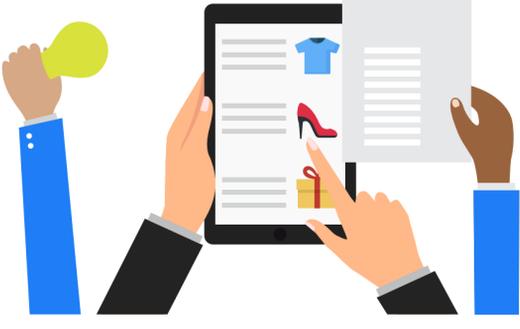
Centric VIP is used by executive, creative, merchandising, product development, sourcing and sales teams to create and collaborate on collections and products by touchscreen. Centric VIP is fed by data from PLM and other systems so all information is up-to-date in real time; changes are live.



Teams can also use Centric VIP boards from individual iPads or iPhones. When someone makes a change, it gets communicated out to the right people (even asking for approval when needed) saving time and miscommunication.



A process that took weeks can now take hours!



Centric VIP also alerts everyone as to deadlines, no matter how many products are being juggled.



It takes all of the data in PLM and pivots it in a way that designers, merchandisers and others can understand and take advantage of.



Centric VIP expands creative freedom and allows for deeper brainstorming within the guidelines of a business context. It brings greater flexibility, room for creativity and more executive input, which ultimately means better products and improved business performance.



Centric VIP offer compelling benefits, significantly improving communication and collaboration both internally and with suppliers.



Centric VIP brings together live, actionable information from multiple sources, leveraging data throughout the organization and drastically cuts time to market. Users become exponentially more productive – and happier!



It's a new generation of PLM. "Everyone, take out your devices," will be your new mantra for creative play, serious decision making and getting work done!

