

GLOBAL LUXURY JEWELRY BRAND ACCELERATES OPERATIONS AND BOOSTS COLLABORATION WITH CENTRIC VISUAL BOARDS

CUSTOMER: LUXURY JEWELRY BRAND

The customer is a high-profile, luxury jewelry brand, who both designs and manufactures unique and eye-catching jewelry pieces and owns factories and thousands of stores worldwide.

INNOVATION & COLLABORATION WERE STIFLED BY MANUAL WORK

The organization was struggling with a static and complex design process that left its product marketing team pouring countless hours into creating and editing PowerPoint presentations that failed to inspire. With operations like offices, stores, agents, resellers, and factories situated globally, collaboration between key stakeholders was hindered by geography and exorbitant travel costs to get teams in the same room to meet and make decisions on the collection. They were in desperate need of a new solution to speed the process of collating and sharing that vital information in a much more flexible, and fluid way. The Product Development and the Design teams have different requirements for how to visualize that data such as by pricing, or by color or by theme, which previously required heavy, time-consuming PowerPoint creations to deliver that information. It was essential to the customer that the solution manipulate their PLM data in an interactive, visual way that would allow all the teams to both access the information they need and collaborate remotely on collection decisions based on accurate, real-time data.

WHY CENTRIC VISUAL BOARDS?

Originally seeking a new PLM solution, the customer envisioned more streamlined integration and a visual framework to bring life to their collections beyond the scope of the initial PLM project. The company was introduced to Centric Visual Boards and quickly realized how the visual, interactive capabilities would equip their product team with the right tools to drive innovation and collaboration, cementing their decision to invest in both Centric PLM™ and Centric Visual Boards.

Having established a successful partnership upon delivering PLM, Centric began the delivery of the Visual Merchandising Board to illuminate the merchandising process with dynamic visualization capabilities for viewing and clustering collections using tags and attributes. This global Jewelry brand trusted Centric Software to deliver their vision due to the Centric innovation team's attentive nature of working in tandem with the customer. The Global Retail Process/Senior Marketing Operations Manager comments:

“What I like a lot about working with Centric is they have always taken our voice into consideration. [It's] like working with an internal partner, I do not see the difference between our internal IT department and the Centric team.”

VISUAL SOLUTION DELIVERS DIGITAL COLLABORATION

The Centric Visual Merchandising Board has replaced the time-consuming tasks of managing multiple PowerPoint presentations, reducing the time spent on creating, editing, and updating by up to 40%. Fully integrated with Centric PLM, the jewelry brand is benefiting from the interactive-ability and seamless flow of information between systems. The Product Marketing team can now gather accurate, real-time data in digital, interactive formats, which is easily manipulated to suit the needs of the team.

With Centric Visual Boards, designers now sandbox their ideas before publishing them to their PLM, driving creativity and innovation. The flexibility of the tool means the user sees the collection in different dimensions and quickly understands the impacts of changes. Some of the designers' favorite features includes being able to drag and drop styles in and out of the collection, create tags, assign attributes and placeholders, twist by colors and/or materials in a digital environment for real-time evaluation and empowering more dynamic and aligned decision making as styles can be removed much earlier in the process.

This leading jewelry brand now benefits from collaborating remotely for quick decisions in an inspiring visual environment that reduces the need to meet in person to make those critical decisions related to the collection. This significantly reduced travel costs and carbon footprint while also driving more informed decision making, leading to more profitable collections.

BUSINESS CASE HIGHLIGHTS

CUSTOMER: GLOBAL LUXURY JEWELRY BRAND

A premier designer and manufacturer of fashionable and statement jewelry pieces sold through wholesale, own-retail stores and online.

CHALLENGES

- Limited by a static, complex, and laborious design process
- Extensive time spent creating product presentations that did not spark inspiration
- Teams were unable to easily establish projected profitability by style
- Desire to fulfill a long-term vision or adding a visual, interactive interface to PLM

PROJECT

The company implemented Centric Visual Boards to see the impacts of changes more easily, assign tags and attributes to products and improve collaboration across cross-functional teams to make faster product-related decisions.

BENEFITS REALIZED

- **Faster decision making** with the ability to roll up data and see how margins or sales are changing in real time
- **Fostering creativity and innovation** by providing a safe place for designers to sandbox their ideas
- **Driving digital collaboration** resulting in measurable time and cost savings
- **Ultimate flexibility** provided by super user-friendly features
- **Reduced administrative time by up to 40%** previously spent on data management and presentation

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