

Press Release



For Immediate Release

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Access Commerce Receives Positive Rating In Leading Analyst Firms Sales Configuration MarketScope Report

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Access Commerce (FR0000074247), a leading provider of multichannel selling and configurator software has announced today that the company has received a Positive rating in Gartner's "MarketScope for Sales Configuration, 3Q09" (October 2, 2009 by Gene Alvarez and Lilian Dutra). The Access Commerce Cameleon software solution helps companies enhance their marketing agility and sales effectiveness. It enables enterprises to accelerate time-to-market, better match features and options to customer needs, eliminate errors and non-value added activities from the quotation and order process, decrease sales cycle times and improve customer satisfaction, resulting in increased revenue and a reduction in sales and operational costs.

The Gartner report states, "Sales configurators reduce complexity and improve productivity by helping salespeople or customers in a self-serve environment match customer needs to unique



products and service offerings. According to Gartner, a Positive rating indicates the company "demonstrates strength in specific areas, but execution in one or more areas may still be developing or inconsistent with other areas of performance."

"Cameleon provides advanced Guided Selling and Pricing solutions based on leading edge configuration technology and helps enterprises bridge the chasm between marketing strategy and sales execution. To remain competitive, marketing teams launch new products, services or bundles, and adjust pricing and promotion policy sometimes overnight. It's no surprise that sales channels then struggle to capture the "perfect order": the right product at the right price to match customer requirements." said Jacques Soumeillan, CEO at Access Commerce. "Without Cameleon, extensive use of spreadsheets to calculate prices and create quotes results in annoying delays and costly errors. Spreadsheets are complicated to maintain, and everyone seems to end up with a different version. Therefore, many companies are unable to deploy a consistent strategy across sales channels and international markets. Cameleon helps companies overcome these problems with a proven, flexible solution that complements other applications such as CRM, e-Commerce or ERP."

Cameleon is a powerful Guided Selling, Configurator and Pricing solution capable of meeting the widest range of complex selling needs. Instantly manage any number of product features, service or pricing variations to guarantee quotation and order accuracy across every sales channel. Based on Service Oriented Architecture (SOA) technology, Cameleon easily integrates with existing enterprise systems to deliver compelling benefits:

- Enable quick and consistent product introduction across all sales channels
- Cut days or weeks from quote and proposal development cycles
- Produce more quotes and orders with less people
- Present relevant up-selling and cross-selling options to increase margins
- Eliminate errors that impact customer satisfaction, increase fulfillment costs and delay cash receipts
- Reduce order-to-fulfillment cycle times and deliver products more quickly

For more information, visit www.access-commerce.com

About the MarketScope

The MarketScope is copyrighted 2009 by Gartner, Inc. and is reused with permission. The MarketScope is an evaluation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as



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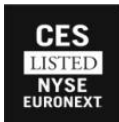
About Access Commerce

Access Commerce is an international provider of Multichannel Selling and Configurator software

Cameleon from Access Commerce helps companies sell customizable products and services across every sales channel by optimizing guided selling, product configuration, pricing and quote generation processes. Combining SOA and Web 2.0, it delivers unsurpassed performance and scalability to support the needs of large, international enterprises. Companies use Cameleon to improve their business agility, a key to accelerating time-to-market, enhancing the customer experience and increasing revenues. Cameleon is trusted by some of the world's largest businesses including Air Liquide, Eaton Corporation, Gras Savoye, Invacare, Legrand, Leroy Merlin, Pages Jaunes (Yellow Pages), Philips Electronics, Reunica, Saint-Gobain, Schneider Electric, SFR and ThyssenKrupp.

Access Commerce is headquartered in Toulouse, France and Chicago, Illinois.

For more information, visit www.access-commerce.com



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