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Cameleon Software Receives Positive Rating In Leading Analyst Firm MarketScope for Configuration, Price, Quote (CPQ) Application Suites

CHICAGO, IL, June 14, 2011 - Cameleon Software (PAR:CAM), the global leader in “next generation” product configurator, quotes, proposals (CPQ) and eCommerce software, announces today that the company has received a Positive rating in Gartner's MarketScope for Configuration, Price, Quote Application Suites, 2011, published on June 3, 2011 by Michael Dunne and Gene Alvarez.

Thanks to Cameleon's CPQ solutions, marketing teams reduce the time-to-market for new customized offers, while sales teams streamline their quote-to-order process. By reinforcing collaboration between those two teams, companies cut their costs and improve results.

Cameleon Software offers the first mobile product configurator native for iPhone/iPad and available through iTunes and provides a “hybrid” delivery mode (SaaS or On Premise) for its general CPQ application.

Michael Dunne and Gene Alvarez, Research Vice Presidents at Gartner report: *“The outlook for the CPQ application suite market is promising, because the underlying value propositions are compelling to enterprises concerned with securing competitive advantages and boosting revenue through sales process innovation. Recognition is growing of the substantial impact these suites exert on fundamental selling activities with aligning products and services to customer needs, proposing solutions and fashioning deal elements for closing sales.”*

“The publication of the Gartner MarketScope is an important event and we are delighted to receive a positive evaluation,” commented Jacques Soumeillan, CEO at Cameleon Software. *“We believe this evaluation is recognition of the quality of our product offering, of the pertinence of our vision, and an encouragement to pursue our ambitious strategy of international development.”*

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About the MarketScope

The MarketScope is copyrighted 2011 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 defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the MarketScope, and does not advise technology users to select only those vendors with the highest rating. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

About Cameleon Software

Cameleon Software is the global leader in "next generation" product configurator, quotes, proposals and eCommerce software. Our solutions empower both customers' sales teams to streamline their quote-to-order process and increase sales across all channels and marketing teams to define and launch new products faster. Cameleon's solutions integrate to leading CRM and ERP systems including Salesforce, SAP, Oracle and Microsoft and are available both in SaaS or On Premises model. Cameleon Software is a public company with strong references in industries such as insurance and financial services, telecom, hi-tech and manufacturing including Gras Savoye, SFR, Yellow Pages, IMS Health, Technip and ThyssenKrupp.

For more information, visit: www.cameleon-software.com and www.salesforce.com/appexchange



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