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**CONTACTS**

**Dan Brown / Kristin Rose**

Mulberry Marketing

+1 415/439-8357 or +1 415/420-7880 (mobile)

[dbrown@mulberrymc.com](mailto:dbrown@mulberrymc.com) / [krose@mulberrymc.com](mailto:krose@mulberrymc.com)

## **Cameleon Software Selected as Complementary Solution for SAP® Business ByDesign™**

**Chicago, IL, June 23, 2011**

Cameleon Software (PAR:CAM), the global leader in “next generation” product configurator, quotes, proposals (CPQ) and electronic commerce (eCommerce) software, today announces it has been selected by SAP AG as a solution partner to provide a complementary solution for SAP® Business ByDesign™. Cameleon’s CPQ software solutions enable marketing teams to reduce the time-to-market for new customized offers and sales teams to streamline their quote-to-order process. By reinforcing collaboration between those two teams, companies cut their costs and improve results.

Cameleon’s solution will integrate with SAP Business ByDesign, the comprehensive, fully integrated, on-demand business management solution dedicated to companies in the small and midsize enterprise (SME) market as well as to subsidiaries of large enterprises running SAP solutions. Cameleon CPQ for SAP Business ByDesign will offer a complete solution, which includes all the capabilities required to enable direct and indirect sales teams to create quotes and generate high quality proposals in the shortest possible time. This integration will also permit product marketing teams to launch new product offers and special promotions across all sales channels easily, with limited involvement from the IT department.

“SAP is pleased to work with Cameleon Software as an important member of the SAP ecosystem. Partners such as Cameleon Software play a vital role in delivering additional customer value for SAP Business ByDesign,” said Eric Duffaut, president, global ecosystem and channels, SAP. “With innovation and customer service at the core of Cameleon’s operation, Cameleon CPQ fits well with our on-demand solution for our growing customer base in the SME and large enterprise subsidiary space.”

“We are delighted to have been selected as a solution partner for the SAP Business ByDesign solution,” said CEO Jacques Soumeillan, CEO of Cameleon Software. “Being chosen by SAP to join the SAP partner ecosystem is both a recognition of our expertise and of the robustness of our SaaS offering. We are very much looking forward to working with customers looking to implement an efficient configure, price and quoting system into their SaaS solution. They will be able to run the most recent version of our CPQ software and other complementary solutions in support of SAP BusinessByDesign.” Cameleon CPQ for SAP Business ByDesign will be available as of summer 2011.

## 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](http://www.cameleon-software.com) and [www.salesforce.com/appexchange](http://www.salesforce.com/appexchange)

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