



**FOR IMMEDIATE RELEASE**

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## Unitronics Deploys Cameleon Software to Optimize Sales Processes

### Cameleon continues European expansion

**CHICAGO, IL, July 26, 2011** - Cameleon Software (PAR:CAM), the global leader in “next generation” product configurator, quotes, proposals (CPQ) and eCommerce software, is pleased to announce that Unitronics, the Spanish leader in the implementation and remote management of communication networks for businesses (teleconferences, web collaboration and security systems networks), has chosen to implement Cameleon.

As part of its development, Unitronics has chosen Cameleon Software in order to enable its sales force to generate error-free quotes rapidly, regardless of the complexity of the offer. Unitronics wants to better meet its customers’ expectations by enabling them to modify and enrich their contract during the renewal process. Furthermore, Cameleon allows Unitronics to grant access to an online quote simulation tool for some of its privileged customers.

The efficacy of Unitronics’ choice was reinforced thanks to Cameleon Software’s ability to offer a mobile native solution on iPad/iPhone. Indeed, Unitronics plans to implement such a solution in the near future, to enable its sales force to generate quotes directly from their customers’ locations.

Jacques Soumeillan, CEO of Cameleon Software, said, “We are very pleased to count Unitronics amongst our customers. Telecommunications and international development are two strategic verticals for Cameleon, and this deal fits into these areas extremely well.”

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## 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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