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Together Leroy Merlin & Cameleon Bring DIY to the Web

Leroy Merlin's Implementation of Cameleon's Quoting Software Enables Web Users to Build and Quote Their Own Orders Online

CHICAGO, IL, September 21, 2011 - Cameleon Software (Paris: CAM), the global leader in "next generation" product configuration, quotes, proposals (CPQ) and eCommerce software, is pleased to announce that Leroy Merlin, the leading French do-it-yourself (DIY) superstore, has chosen to deploy Cameleon through its online portal, enabling web users to build and quote their projects online.

Already using Cameleon's software in more than 110 stores to better configure, price and quote, Leroy Merlin will continue to expand its use of Cameleon to support its online sales development.

"Through the use of our website and Cameleon's software, DIY customers wanting to renovate their home will have the ability to document important information and measurements such as ceiling height, room size, and number of doors and windows. This program will then be able to generate a list of items necessary to make the proper renovations," said Guillaume Boute, CIO of Adeo, parent company of Leroy Merlin.

The software generates an optimal purchase list that takes into account standard products, such as wall panels, as well as side products such as glue tubes and screws, which are necessary to complete the project. The software also determines the lists' item availability at the closest store from the web user's location.

"Today's consumer depends on the internet for researching information relating to DIY projects, and because Leroy Merlin holds its customer service and satisfaction to the highest standards, we are committed to offering online tools and products that assist our customers in their project endeavors and are most suitable for their needs," commented Boute.

"In a sector as dynamic as retail, the ability to utilize product configuration solutions across all sales channels has become an important factor. We have supported Leroy Merlin for many years now, and are pleased to participate in another one of its new and innovative developments, this time through the web," said Jacques Soumeillan, CEO of Cameleon Software.

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 also offers the first mobile product configurator natively built for iPad/iPhone. Rated as Positive in the Gartner Group Marketscope, 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, Tait Communications, IMS Health, Technip and ThyssenKrupp.

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



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