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Cameleon Software Launches Its App on Salesforce.com's AppExchange Mobile

Cameleon Mobile Configurator now available on the AppExchange, the world's most-popular marketplace for business apps

Cameleon Software tapping into the social, mobile and open capabilities of cloud computing to transform customers into social enterprises

CHICAGO, IL, November 30, 2011 - Cameleon Software (Paris: CAM) today announced it has launched its mobile app on salesforce.com's AppExchange Mobile, extending the marketplace built for the social enterprise. Cameleon Mobile Configurator is among the first apps to be offered on AppExchange Mobile, and is currently available.

The first CPQ natively built on iPad/iPhone and available on AppExchange Mobile, Cameleon Mobile Configurator empowers users to take advantage of creating customized quotes and proposals, while staying focused on evaluating their customer's needs, no matter where they are. All information is securely saved automatically in Salesforce CRM, so once the sales representative is back in the office he or she can edit it, create formal PDF quotes, or finalize it for the customer.

"Cameleon has been in business for more than 20 years and benefits from a wide user community that enables us to continue to lead the way in CPQ innovation. As such we have been among the first vendors to embrace the vision of social and mobile business to empower our customers to close more deals faster, no matter where they are. We are of course very proud to be among the first to deliver apps on AppExchange Mobile," says Jacques Soumeillan, CEO, Cameleon Software.

"Customers continue to look to our partners as they transform themselves into social enterprises, and partners like Cameleon Software are helping them with that shift," said Ron Huddleston, senior vice president, ISV Alliances, salesforce.com. "Apps like these exemplify the extraordinary reach of the AppExchange marketplace and continue to push the social, mobile, open and trusted capabilities customers expect from the salesforce.com ecosystem."

Cloudforce New York Welcomes Attendees to the Social Enterprise

The number of social networking users has surpassed e-mail users. And people access the Internet more from mobile devices than from desktops. Salesforce.com is helping companies meet the challenge of this social revolution with the social enterprise. Today, companies must change the way they collaborate, communicate and share information with customers and employees to stay competitive. By leveraging salesforce.com's social, mobile and open cloud technologies, companies can transform themselves into social enterprises by developing social profiles of customers, creating employee social networks and building customer and product social networks. Cloudforce New York attendees will be able to learn firsthand how to join this transformation.

Tightly integrated with Salesforce CRM, Cameleon Software's CPQ was amongst the first applications to be "Chatterized" in June 2010. By empowering sales and marketing teams to optimize complex offers and generate accurate quotes faster, it enables companies to increase revenues through every distribution channels.

Additional Resources

- [Salesforce.com's AppExchange Mobile Blog Post](#)

About the Force.com Platform and AppExchange

[Force.com](#) is the trusted social enterprise platform for building and running any employee app in the cloud. Force.com powers the [Salesforce CRM](#) apps, the more than 250,000 custom apps used by salesforce.com customers such as Japan Post, Kaiser Permanente, KONE, and Sprint Nextel and the more than 1,300 ISV apps built by partners such as BMC, FinancialForce.com and Fujitsu.

Enterprise apps built on the Force.com platform can be easily distributed and marketed through the salesforce.com AppExchange <http://www.salesforce.com/appexchange/>.

The salesforce.com social enterprise platform delivers the most trusted and comprehensive cloud technologies for social, mobile and open apps. It includes Force.com, the cloud platform for employee apps, Heroku, the cloud platform for customer apps and Database.com, the cloud database to integrate the social enterprise.

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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. 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, Yellow Pages, IMS Health, Technip and ThyssenKrupp.

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



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Forward-Looking Statements

Certain statements contained in this press release may constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements provide current expectations of future events based on certain assumptions and include any statement that does not directly relate to any historical or current fact. Actual results may differ materially from those indicated by such forward-looking statements as a result of various important factors, including: risks related to the integration of acquisitions and the ability to market successfully acquired technologies and products; the ability of the Company to effectively compete; the inability to adequately protect Company intellectual property and the potential for infringement or breach of license claims of or relating to third party intellectual property; risks related to data and information security vulnerabilities; ineffective management of, and control over, the Company's growth and international operations; adverse results in litigation; and changes in and a dependence on key personnel, as well as other factors. In addition to these factors, actual future performance, outcomes, and results may differ materially because of more general factors including (without limitation) general industry and market conditions and growth rates, economic conditions, and governmental and public policy changes. The forward-looking statements included in this press release represent the Company's views as of the date of this press release and these views could change. However, while the Company may elect to update these forward-looking statements at some point in the future, the Company specifically disclaims any obligation to do so. These forward-looking statements should not be relied upon as representing the Company's views as of any date subsequent to the date of the press release.