



**FOR IMMEDIATE RELEASE**

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## **Cameleon Software Announces Cameleon Touch for iPad**

***New Mobile and Social Configure-Price-Quote Software to extend the social enterprise***

**Chicago, IL, September 17, 2012** - Today at Dreamforce 2012 in booth 1307 in the Cloud Expo, [Cameleon Software](#) (Paris: CAM) will demonstrate its new Cameleon<sup>Touch</sup> CPQ app for iPad. With this new solution, Cameleon takes CPQ to a new social and mobile level and enables organizations to deliver an amazing customer experience.

With Cameleon<sup>Touch</sup>, sales teams working on the road or in home offices designing proposals for products or services deals (insurance policies, mobile phone plans, hardware etc...) can help customers capture the power of the online catalog, utilize timely sales offers, create their own personalized products, and use social media to promote the product and connect the different players of the process (seller, reseller, buyer etc...).

This breakthrough mobile and social CPQ application from Cameleon Software is seamlessly integrated into Salesforce, and enables users to benefit from:

- An intuitive user interface that is optimized for easy navigation on a mobile device. With Cameleon<sup>Touch</sup>, users scroll, tap, and swipe through options to configure, price, and quote on the fly
- An app that is part of the Cameleon Software suite and as such can be quickly and easily deployed on iPad, without coding
- A social CPQ that enables organizations to interact with their customers through Salesforce Chatter, Facebook, and other social networks

With Cameleon<sup>Touch</sup> CPQ, organizations not only have at their fingertips a solution to configure, price, quote, and close deals anywhere and everywhere; but they also deliver an amazing customer experience thanks to a best-in-class interface natively designed for mobile devices.

*"Cameleon Software has been the first vendor to launch a mobile CPQ application. With innovation at the core of our DNA, we are proud to continue to be the pioneer in social CPQ. In a competitive*

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*environment, more than ever, organizations must deliver amazing user experiences to be successful. Cameleon recognizes that CPQ must be more mobile and social to meet this objective and we are delighted to help extend the benefits of mobile and social cloud technologies,"* said Sylvie Rougé, VP product marketing of Cameleon Software.

### About Cameleon Software

Cameleon Software is the global leader in multichannel, multi-device product configurator, quotes, proposals and eCommerce software. Cameleon solutions empower 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 as both SaaS or On Premises. 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, hitech and manufacturing, including ADT/Tyco, Clear Channel, Gras Savoye, SFR, Technip and ThyssenKrupp.

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



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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.