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## Cameleon Mobile Configurator on iPad Highlighted in Hype Cycle Research

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A report by Gartner analysts Robert P. DeSisto and Praveen Sengar entitled *'Hype Cycle for CRM Sales, 2012'*\* (published: 18 July 2012) highlights the impact of iPad-based applications on sales force automation (SFA) and the role of configure, price, quote (CPQ) solutions linked to a CRM system can have on organizations. Cameleon Software is listed as a sample vendor in both categories.

In this report, Gartner analysts highlight the benefits of iPad-based SFA and indicate that it will be a priority for companies in the short term. Gartner points that *"most solutions are less than 12 months old, often immature, and may only provide Web access instead of delivering resident capabilities (i.e., native iPad applications)."*

The analysts also mention CPQ applications as one of the high priority considerations for businesses over the next 2 to 5 years: *"CPQ systems are moving beyond enabling direct sales channels and are becoming an integral part of e-commerce and partner channels."*

Cameleon Software (Paris: CAM) is well aligned with this observation since its CPQ solution has fully multichannel and multi-devices capabilities. Thus, it enables organizations to design and launch new offers simultaneously on every sales channel, and to configure products and generate accurate and reliable quotes on the fly.

Jacques Soumeillan, CEO of Cameleon Software states: *"In its report, Gartner recognizes that CPQ applications are becoming an important short term priority and that the market is growing fast. Gartner also highlights the importance of "native" mobile applications. So, this report is very important for Cameleon. It reinforces our strategy and vision in this field where we continue to outpace competition. A few days ago at Dreamforce, the largest cloud computing event of the year, we presented in front of an enthusiastic audience the second generation of our mobile CPQ. Our mobile and fully multichannel CPQ is now more social and offers a user interface designed to provide an outstanding user experience. Cameleon Software has been investing a lot in innovation and also in our partnership with salesforce.com. The recent successes of Cameleon in Europe and North America validate this important strategy."*

**\*Hype Cycle for CRM Sales, 2012'** Robert P. DeSisto and Praveen Sengar, July 2012.

### About the Hype Cycle

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



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