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Cameleon Software & Manitou Group Bring their Collaboration to a Global Level

Cameleon Accompanies Manitou Group through an Ambitious International Scale Cloud Transformation

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Cameleon Software (FR0000074247), the number one CPQ provider for tier one organizations, today announced that the Manitou Group, global leader in the design, assembly and distribution of material-handling solutions for agriculture construction and industry markets, chose its configure, price, quote (CPQ) solution to support the global standardization of Manitou Group's configuration and quotation processes as well as the shift of its business model from On Premise to Cloud.

Founded in France in 1957, the Manitou Group today counts 1400+ outlets in more than 120 countries and employs 3 300 people worldwide, leading the way in manufacturing of rough terrain handling, industrial material handling and compact equipment.

Cameleon and Manitou's collaboration began more than 10 years ago when the manufacturer deployed Cameleon configuration solution in France, enabling its teams and resellers across Europe and Asia-Pacific to configure and price Manitou's products and then create customized orders and quotes.

The Manitou Group used to sell products from different brands (Manitou, Gehl, Mustang, Loc, Edge) through its various resellers depending on the country which could result in a heterogeneous selling and buying experience for both Manitou Group's sales teams and customers. Therefore, the Manitou Group launched in 2012 a vendor selection process as part of its international business transformation initiative aimed at standardizing product offerings from one country to another. The ultimate objective being to offer a consistent selling and buying experience across all channels globally –including on tablets, while leveraging the power and flexibility of the Cloud.

After an advanced evaluation, Cameleon stood out as the most relevant Cloud solution to homogenize Manitou Group sales processes and streamline its quote-to-contract cycle while offering a best in class user experience on every channel and device. Through the implementation of a single repository accessible via a unique reseller portal worldwide, the Manitou Group will be able to propose the same product and price offerings to all of its customers wherever they are located.



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Kim Vernier, CRM Manager at Manitou Group, states: *“Our teams and resellers have been using Cameleon OnPremise for over a decade and the solution enabled us to both improve the quality of the services we offer to customers and to streamline our sales. After evaluating a number of vendors worldwide, Cameleon appeared as the best solution to accompany this ambitious transformation project. Cameleon’s experience of large scale deployments, the robustness of its solution as well as the potential its mobile CPQ offers convinced all of us that they were the best company to continue to teamwork with.”*

“Through this project our vision is also to offer a high-quality user experience to all of our resellers and sales teams no matter the channel or device they use, including tablets, by redefining the entire front end of our information system.” states Nathalie Rocher, VP Marketing at Manitou Group. *“The advanced guided selling capabilities Cameleon offers as well as the opportunity to leverage a unique catalog and user-friendly interfaces are key to achieve this goal.”*

“We are delighted that after benchmarking us the Manitou Group selected Cameleon to support their Cloud transformation globally. As a long time “OnPremise” customer we consider this choice as a renewal and extension of the trust the Manitou team has granted our company for many years and an endorsement of our Cloud solution,” declares Jacques Soumeillan, CEO of Cameleon Software. *“We are looking forward to kicking-off this strategic project worldwide.”*

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 and On Premises. Cameleon Software is a public company with strong references in industries such as insurance and financial services, telecom, hi-tech and manufacturing, including ADT/Tyco, Cable ONE, Sage, SFR, Technip and ThyssenKrupp.

For more information

www.cameleon-software.com | www.salesforce.com/appexchange



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