



Infor and Cameleon

Cameleon Multichannel E-Commerce and Configurator software solutions help companies sell products and services through multiple sales channels and provides a common point of order capture across the enterprise

Cameleon optimizes complex selling and ordering processes by orchestrating core business functions that include e-commerce, electronic catalog and guided selling, product and service configuration, advanced pricing and promotions, quote and proposal generation, and order management.

Customers

Joint customers include ACS Industries, Collins Industries, Conn-Selmer, Fadal Machining Centers, Genlyte, Mitsubishi Caterpillar Forklift Europe, Schneider Electric, Teledyne, Vestas and X-Rite.

"Cameleon improved the customer's product selection, enhanced the ordering experience and provided a faster turnaround time – giving us stronger customer relationships as well as increased revenue."

Murphy Keeley,
Director of Sales Operations, X-Rite

Features

- Enable multichannel (B2B, B2C, B2B2C) sales and ordering processes from a single web portal
- Configure complex products and services
- Sell standard items, configurable products and services through an electronic catalog with advanced search and guided selling
- Pricing and promotion optimization improves margins and eliminates rogue discounting
- Generate professional quotes and proposals complete with drawings and images on the fly
- Capture customer and channel partner orders
- Dynamically generate BOMs and routings for configured products
- Supports multiple languages and currencies

Key Benefits

Employees, channel partners and customers use Cameleon to eliminate errors and non-value added activities, decrease cycle times and improve customer satisfaction, resulting in increased revenue and a reduction in sales and operational costs.

Rated "Positive" in the Gartner Q3 2007 Sales Configuration MarketScope

Named to Manufacturing Business Technology magazine's 2006 Global 100 Software Vendor list

Interfaces

- Integration with Infor XA R6 and R7
- Integration with other Infor solutions through professional services engagement with Access Commerce

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Complex Commerce
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