



Cameleon

E-Commerce and Configurator Solutions
for Manufacturing Companies

Making
Complex Commerce
Simple

arress
commerce



ACCELERATE

time-to-market

Product innovation and quick time-to-market are key success factors for manufacturers facing competition from low-cost producers. Accordingly, products are now increasing in both their numbers and complexity, in order to meet exacting customer specifications under extremely short lead times.

Manufacturers therefore find that they must adopt a "made-to-order" business model, which entails revamping their organizational structure, processes, and business applications.

This requires that manufacturers:

- Rationalize their product offerings by coordinating the efforts of multiple product specialists
- Rapidly generate accurate sales proposals
- Expand distribution channels
- Integrate sales, manufacturing, and logistics processes

The Cameleon Commerce Suite from Access Commerce enables companies to:

- Sell complex products and systems more effectively
- Implement sales and marketing strategies across all distribution channels
- Streamline business processes

With the Cameleon Commerce Suite, manufacturers can grow revenue, increase sales productivity, shorten production times, cut operating costs, and improve customer satisfaction.

Cameleon helps everyone on the product development team work together more effectively

Cameleon provides tools that enable product engineering, manufacturing and marketing specialists to contribute their specialized knowledge towards the development of catalog items, configurable products or systems, and associated customer services.

Cameleon can handle any manufacturing, sales, or marketing constraint

Cameleon makes it easy for product managers to incorporate the business rules that must be followed when selling a new product. This allows companies to be more flexible - and faster - in launching the often complex products inherent to many manufacturing industries.

Cameleon shortens time-to-market

Cameleon's user-friendly modeling tools allow all product specialists (not just the IT experts) to easily share their knowledge. This saves time and provides a significant competitive advantage in markets where product innovation is an essential growth driver.





IMPROVE

sales force efficiency

Cameleon is a vital tool for selling complex products and systems

Cameleon helps sales representatives quickly become product experts by reducing training requirements, as the software guides them towards the best product or system for a particular customer's needs.

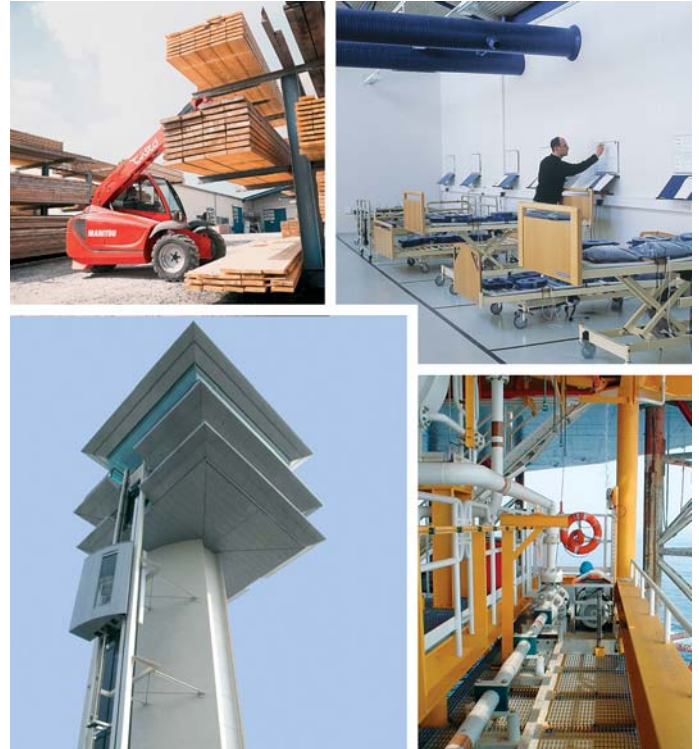
Cameleon helps sales representatives:

- Better understand customer needs,
- Find the most appropriate product or system
- Instantly generate professional, accurate sales proposals
- Capture customer orders and initiate fulfillment

Cameleon provides sales teams with tools to generate intelligent sales proposals, monitors sales margins, and incorporates customers' technical specifications. Sales representatives can confidently produce accurate and compelling quotes and proposals.

Cameleon simplifies multi-channel sales

Cameleon can coordinate sales applications and processes across all sales channels, including e-commerce, B2B, B2C, and B2B2C. As part of a go-to-market strategy, the software can ensure that products, systems and business rules are promoted consistently - by subsidiaries, dealers and both field and inside sales representatives.



Cameleon helps manage sales operations

Cameleon consolidates data from all sales channels and reports information from an entire portfolio of customers or prospective customers. Sales representatives can use Cameleon to report on progress with individual customers, allowing managers to track sales forecasts and review performance by region, distributor, and sales team.





ACHIEVE

operational excellence

Cameleon shortens lead times

The Cameleon Commerce Suite shortens lead times by:

- Reducing design iterations between engineers and sales teams
- Eliminating order errors, resulting in less re-work and fewer customer returns

Cameleon can be used to manage technical compatibility issues, pricing, and production start-up by sending data directly to a company's ERP system. The tangible benefits are immediate; customers receive their orders on-time and error-free - and consequently report greater satisfaction.

Cameleon cuts manufacturing costs and production times

With Cameleon, orders received from every sales channel are both complete and accurate. Production can begin without delay and without unnecessary down-time.

Cameleon automatically generates BOMs and routings

After a customer order is entered into Cameleon, the software automatically generates the corresponding BOMs and routings for any products not already configured in the company's ERP system. This avoids having product engineers spend time on the start-up of production.

Customer feedback

"Cameleon has enabled us to optimize the entire cycle from initial order capture through manufacturing to final customer delivery. For our custom products, the cycle time has been cut from 3 weeks to 48 hours. When orders are transferred to production, they are now 100% manufacturable. We have significantly reduced the number of returns and customer satisfaction has greatly improved."
José Illan, Director of IT Applications - Invacare

"The results we've obtained from Cameleon at our corporate headquarters are spectacular; our order processing time was reduced by 90% and our order-to-manufacture-to-fulfillment cycle time was cut by 25%. We're continuing to extend these benefits throughout our worldwide sales channels to improve our global value and control our operational costs."
Pierre Abautret, Chief Information Officer - SDMO

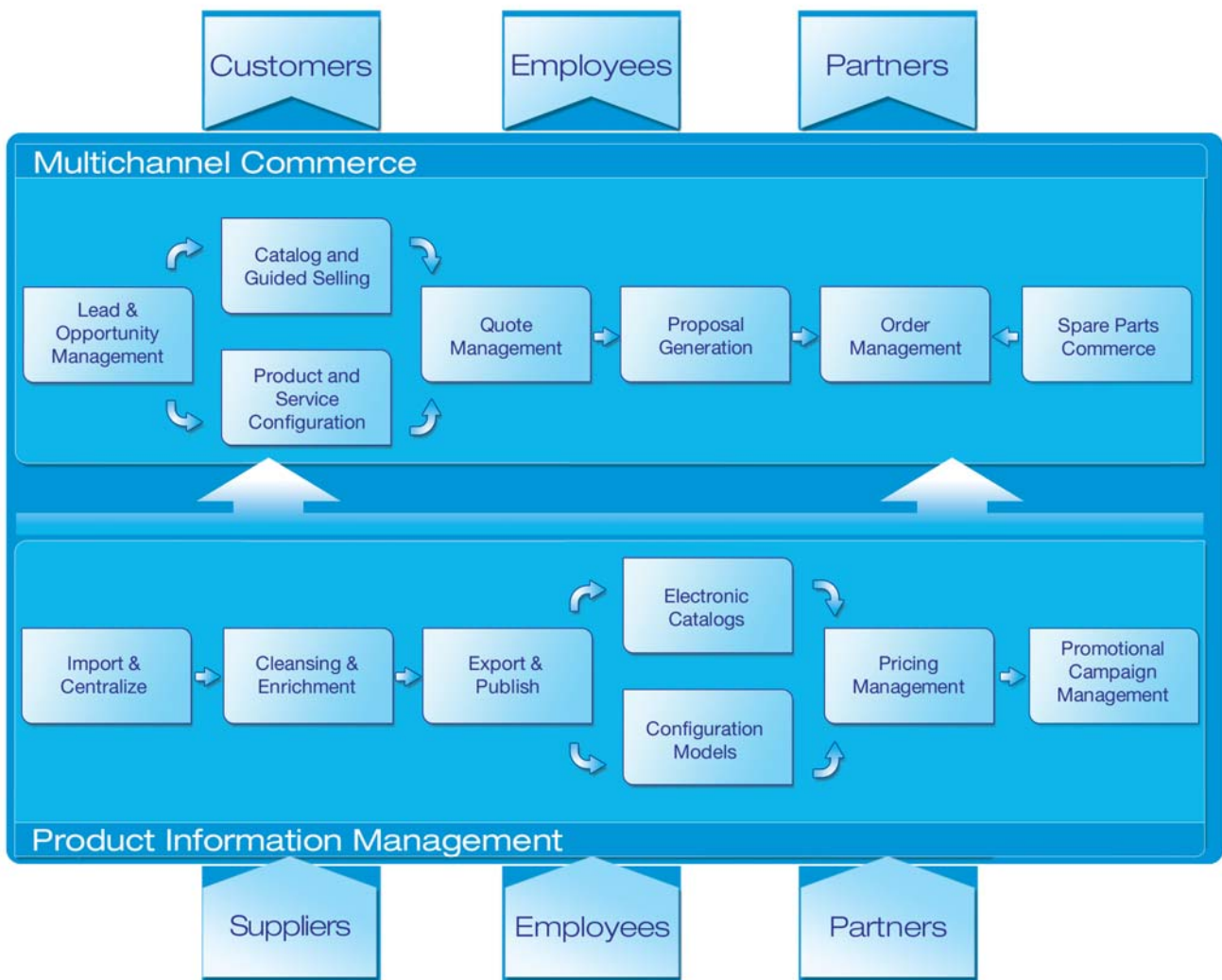
"Since implementing Cameleon, we have improved our responsiveness, increasing customer satisfaction. The configurator allows us to increase productivity when preparing estimates and installation plans for elevators. We have seen our revenue increase largely due to the automation of our sales process."
Jerome Morille, Director of Industrial Systems and Sales Support, ThyssenKrupp

THE SOLUTION

Cameleon Commerce Suite

The Cameleon Commerce Suite can be used to:

- Rationalize, organize, model, price, and sell products and systems, regardless of their scope or degree of complexity
- Track all steps of the sales process, from the initial customer contact to the final order, by helping pinpoint opportunities, creating quotes, and by generating sales proposals
- Manage multi-channel selling (e-commerce, B2B, B2C, and B2B2C) and at retail stores and other points of sale, by inside or field sales representatives
- Optimize, streamline, and improve the reliability of sales and manufacturing processes



Access Commerce is an international provider of E-Commerce and Configurator software designed specifically for selling complex products and systems.

The company has been building innovative solutions since the early 1990's, and today the Cameleon Commerce Suite incorporates leading edge configuration and web-selling technologies. Cameleon gives product engineers, marketing, and sales teams all the tools they need to model products and systems, while accounting for technical specifications, business constraints, pricing policies, promotional campaigns, and opportunities for up-selling and cross-selling.

Moreover, consistent, accurate product information can be quickly distributed to all a company's sales channels - direct, indirect, or online; B2B, B2C, or B2B2C.

Cameleon includes the architecture, technology, and features needed for simple, fail-safe integration with existing business applications such as ERP, CRM, intranet, PDM, and PLM systems.

Access Commerce is one of the world's leading developers of multi-channel selling software, with 25,000 B2B users at approximately 350 customer sites. The company is active either directly or indirectly in over 45 countries.

www.access-commerce.com

