

Cegedim Activ and Cameleon Software launch a joint solution for supplemental health insurance

Paris, September 8, 2011 – [Cegedim Activ](#), number one in the French market for personal insurance software and services, attached to the Insurance, Electronic Payment and Health Division (AMS) of the Cegedim Group, and Cameleon Software, market leader in offer definition, product configuration, pricing, quote creation and 'new generation' e-commerce software, announce the launch of an innovative solution to optimize and accelerate the creation and sale of new health insurance products. The pairing of the *Activ' Infinite* and *Cameleon* solutions improves commercial efficiency and reduces the launch costs of new offers in a highly competitive market.

The complex and competitive market of supplemental health insurance

In a very competitive context in which customers are increasingly looking for cover that satisfies their specific needs, the supplemental health insurance market is changing and is being forced to innovate. This innovation focuses, among other priorities, on the rapid and frequent launch of new commercial offers and is reliant on a particularly flexible IT solution. Therefore the offer proposed by Cegedim Activ and Cameleon responds to the major challenges facing Supplemental Health Insurance Agencies:

- Time to market,
- Multi-channel sales totally integrated with the back-office,
- Productivity gains,
- Marketing that is directly operational on the offer (without the need for IT developments).

The Cegedim Activ/Cameleon Software solution: an innovative response to market constraints

This new solution is born of the partnership between Cegedim Activ and Cameleon Software and is based on the combination of the *Activ' Infinite* and *Cameleon* software packages. It simplifies and accelerates the creation of new tailor-made and modifiable commercial offers to meet the specific needs of each insurance customer.

For example, the Cegedim Activ/Cameleon Software solution allows users to coordinate all the different channels (Internet, call centers, agencies, salespersons, and partners) to ensure the consistency and coherence of the commercial messages and facilitate the work of the sales forces.

The solution also promises productivity gains by making it possible to transform a quote into a contract, with a single click, directly in the back-office. Furthermore, the simple fact of opening *Activ' Infinite* initiates an exchange with *Cameleon* to obtain the appropriate prices according to the customer's choices in real time. This method also leads to significant productivity gains when rolling-out new offers thanks to segmentation between the technical and sales reference documents. This ensures the coherence and integrity of the processes between the offers devised by the Marketing teams, proposed by the Network, and handled by the Management.

Finally, the solution assures the quality of the data gathered from clients and prospective clients to target future offers even more effectively.

And, given that *Cameleon* is available as an application for Smartphones and tablets, the operators will be able to integrate a new support into their distribution method.

Jacques Soumeillan, Chairman and CEO of Cameleon Software declares: "*At a time when the insurance and supplemental health insurance market is changing fast, Cameleon brings a concrete solution both for the customers by offering them the product that best suits their needs and for the supplemental health insurance agencies by offering them real operational agility. We are delighted to be able to combine the power of our solutions with those of Cegedim Activ to help the users to get even more out of their back office.*"

Philippe Simon, Managing Director of Cegedim Activ, affirms: "We constantly strive to bring even more value to our clients and to establish a lasting relationship with them, and we believe that the Cameleon solution, combined with the performance and openness of our back-offices, will allow them to optimize their development in an ever more complex market."

About Cameleon Software: Cameleon Software is the leader in the market of product configuration, pricing, quote creation and 'new generation' e-Commerce software.

Our solutions allow sales teams to reduce the time of the 'quote-order' cycle and to sell more on all sales channels. They also allow the Product Marketing teams to define and launch new offers onto the market more quickly. Cameleon can be integrated into the main CRM and ERP solutions such as Salesforce.com, SAP, Oracle and Microsoft, is available in license or SaaS mode and is accessible via an iPad or iPhone. Rated as 'Positive' in the Gartner analysts' Marketscope evaluation, Cameleon Software is a listed company with prestigious customer references in sectors such as insurance, financial services, telecoms, high tech and industry including Gras Savoye, SFR, Pages Jaunes, IMS Health, Technip and ThyssenKrupp.

To learn more, please visit: www.cameleon-software.fr and www.salesforce.com/appexchange

About Cegedim Activ: Leader in France for software publishing and high value-added services in the health insurance sector, Cegedim Activ, subsidiary of the Cegedim Group, counts 500 employees and generated a turnover of €74 million in 2010. Cegedim Activ works closely with its customers to create innovative offers thanks to a unique combination of expertise: the professional know-how of its employees, the availability and integration of its technological solutions, and an electronic management and flow management with 250 million EDI flows per year. Thanks to its solutions, its 200 clients manage over 35 million insurance customers in France, Morocco and Mali in mandatory and supplemental health schemes, contingency plans, life insurance, savings schemes and retirement plans.

To learn more, please visit: www.cegedim-activ.com

About Cegedim Group: Founded in 1969, Cegedim is a global technology and services company specializing in the healthcare field. Cegedim supplies services, technological tools, specialized software, data flow management services and databases. Its offerings are targeted notably at healthcare industries, life sciences companies, healthcare professionals and insurance companies. The world leader in life sciences CRM, Cegedim is also one of the leading suppliers of strategic healthcare industry data. Cegedim employs 8,500 people in more than 80 countries and generated revenue of €927 million in 2010. Cegedim SA is listed in Paris (EURONEXT: CGM).

To learn more, please visit: www.cegedim.com

Contacts: **Thomas CORNET**
Cegedim Activ
Associate Director

Tel. : +33 (0)1 46 10 72 11
thomas.cornet@cegedim-activ.com

Virginie DUPIN
Cameleon Software
Director of Marketing

Tel : +33 (0) 5 61 39 78 34
vdupin@cameleon-software.com

Manon CHEVASSUT
Presse Papiers Agency
Media Relations

Tel. : +33 (0)1 46 99 69 62
manon.chevassut@pressepapiers.fr