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**FOR IMMEDIATE RELEASE**

**SAGE<sup>®</sup> ANNOUNCES NEW SOFTWARE UPGRADES FOR 2020 AT SAGE  
CONFERENCE**

**SAGE reveals SAGE Online 16 and other software upgrades to over 900 attendees at SAGE Conference in Las Vegas!**

Addison, TX (January 13, 2020) – Today at SAGE Conference, held in Las Vegas in conjunction with The PPAI Expo, SAGE announced several upgrades to existing products and services. Eric Natinsky, SAGE CEO, revealed SAGE Online 16, the latest version of the company’s flagship research and business management solution. Other releases included a new, fully-customizable SAGE Website theme and advanced reporting for SAGE Company Stores Premium and Premium Plus.

“We’re excited to be releasing so many new enhancements that our customers have requested,” Eric Natinsky, SAGE CEO, commented. “We always listen and try to implement as many of their ideas as we can to help them become more efficient, more creative, more productive, and all around more successful.”

SAGE Online 16 will feature a refreshed, modern look, with automatic, less intrusive software updates. Ten new email campaign templates will be available, as well as a brand-new Project Management area so distributors can easily view and manage all projects as well as track the status. This addition will also include a client portal where clients can view a project’s status, approve proofs, and be notified of any activity associated with a project.

Upgrades to SAGE Online’s product search include several new search criteria as well as a new, in-depth product ratings system that combines both supplier and product ratings. This new system enables users to leave product comments. Suppliers also will be able to respond to comments and be notified via email regarding their ratings.



The new SAGE Online 16 will also include a number of new order management features including sales commission reports. SAGE Online 16 is scheduled for a rolling release this March.

Updates to SAGE Web will also be released over the next couple of months, with new features including a multiple category search, drill-down filters for product searches, and SAGE Chat capabilities. SAGE Chat is the industry's first full-featured, real-time instant messaging platform in which users have already sent more than 225,000 chats since its July 2019 release. SAGE Web will also soon receive all of the SAGE Online 16 updates.

For promotional products professionals on the go, SAGE recently released SAGE Mobile 9.0 in November, which features SAGE Chat and a number of new features for use at PPAI Expo this week. In addition, as the official show planner for The PPAI Expo, distributors have complimentary access to the app's expanded set of tradeshow planning features to plan and manage their experience at this week's show.

New to SAGE Websites includes a brand-new analytics and reporting area. This section will enable site administrators to analyze website activity, orders, and product stats for the site. SAGE Websites will also have a new theme that is fully customizable and includes video support and full-width screen content. In addition, users will have the ability to push e-commerce orders to Order Management in SAGE Online.

SAGE Company Store Premium and SAGE Company Store Premium Plus will also feature the updated Reports area, showing site and product statistics. Additionally, SAGE has announced new features for SAGE Company Store Standard, including full-site SSL and a responsive design.

SAGE encourages distributors who are not already SAGE subscribers to take advantage of its complimentary 30-day Total Access subscription. [Visit their website](#) to get started with SAGE Total Access, which includes SAGE Online, SAGE Web, and SAGE Mobile.



## **About SAGE**

SAGE, based in Addison, Texas, is the leading provider of information, marketing, and business management solutions to the promotional products industry. In addition to SAGE's flagship SAGE Online™, SAGE Web™, and SAGE Mobile™ research and business management services, SAGE also provides the industry with other research services, order management, website and email services, e-commerce solutions, end-buyer catalogs, artwork services, payment processing, tradeshow, tradeshow management services, and lead retrieval software. SAGE is also the exclusive technology provider for members of the Promotional Products Association International (PPAI), the industry's non-profit association as well as Promotional Products Professionals of Canada (PPPC), Canada's non-profit association. For more information, please visit [www.sageworld.com](http://www.sageworld.com) or call 800.925.7243.