

Bille Forman  
Vice President of Marketing  
SAGE  
214.631.6000 x4539  
bille.forman@sageworld.com

**FOR IMMEDIATE RELEASE**

**SAGE<sup>®</sup> ANNOUNCES INDUSTRY'S FIRST AI-POWERED RESEARCH AND  
BUSINESS MANAGEMENT FEATURES**

**SAGE launches new AI functionality in SAGE Online, SAGE Web, and SAGE Website Professional Plus, and the addition of live order status and inventory updates at the SAGE Conference.**

Addison, Texas (April 25, 2023) – Today, during day one of the two-day SAGE Conference, the industry's largest online conference sharing practical, actionable takeaways for promotional products professionals, SAGE announced several new features and updates. Eric Natinsky, SAGE CEO, revealed new AI functionality in SAGE Online, SAGE Web, and SAGE Website Professional Plus, allowing distributors to instantly leverage the power of AI to provide fresh ideas, improve efficiency and effortlessly create dynamic content for their customers. Other notable releases include the addition of live order status and real-time inventory features in SAGE Web.

SAGE has developed technology that fine-tunes the AI model to yield customized results specific to the promotional products industry. The new SAGE AI functionality will be added to the product search area and the presentation and projects modules in SAGE Online and SAGE Web. It will also be added to SAGE Website Professional Plus.

In the product search area, the brand-new SAGE Idea Wizard AI assistant will help distributors brainstorm ideas relating to their project and generate search results based on the specified search criteria. After providing a plain English description of the event or promotion, the Idea Wizard will use SAGE's vast information resources as well as the power of AI to identify creative and ideas based on the specific event or promotion. For example, if a client is looking for



promotional items for a golf tournament with an eco-friendly theme, the Idea Wizard will take that information and respond with a variety of eco-friendly promotional items that relate to golf.

Eric Natinsky, CEO of SAGE, remarked "This is truly a remarkable point in time for technology in general but also for the promotional products industry as well. The Idea Wizard represents the first time that we as an industry are able to utilize the power of AI as a tool to enhance our own capabilities and provide the best service possible. And this is only the beginning!"

SAGE also announced the addition of AI-powered content creation in several areas within its Total Access distributor research and business management platform. For example, in the presentations area, distributors can now instantly create introductory text for a presentation that is based on the client, the client's industry, the products in the presentation, and other relevant information.

In addition, within the projects module, distributors can now instantly create customized thank you notes, again based on the specific client and project information to make the note relevant and unique.

SAGE Website Professional Plus customers can now leverage SAGE's AI functionality on their websites to help create new, dynamic content. With the click or tap of a button, SAGE customers can now create custom homepage text, blogs, and more by adding a prompt to the text box field and clicking the button for auto-generated content.

SAGE's content creation technology will also create content in other languages and will even adjust for dialect in different countries. For example, it can easily create content in French for a client in Quebec, Canada, or will use a different dialect of English when creating content in English for a Canadian-based client as opposed to a US-based client.

Natinsky continued, "The biggest leap in AI that we've all seen recently with ChatGPT and other similar technologies is in language. Using these technologies to create a first draft of content is

a huge timesaver and idea generator. Then you can always make changes from there to get it just the way you want it before you actually use the content.”

In addition, SAGE also announced that live inventory and real-time order status updates are now available in SAGE Web in addition to SAGE Online. Distributors using SAGE Web can now access real-time, live inventory information from participating suppliers. Real-time order status updates enable distributors to see the actual status of their orders at any time, as well as the option to receive notifications and alerts anytime the order status changes.

All of these new technologies announced at SAGE Conference will be available today in SAGE Online, SAGE Web, and SAGE Website Professional Plus.

David Natinsky, SAGE’s President, said, “As an industry, it’s important that we keep looking for ways to use technology to help our industry innovate, grow and provide the service that the public expects in today’s time. That’s our focus here at SAGE and today’s announcements are the next step in that continuous evolution.”

The recording of Eric Natinsky's keynote session, The SAGE 2023 Breakdown, announcing the industry's first AI-powered research and business management features will be available to view in the on-demand education area during day two of SAGE Conference.

To attend day two of SAGE Conference, register now at [www.sageworld.com/conference](http://www.sageworld.com/conference).

To learn more about SAGE Total Access, visit [www.sageworld.com](http://www.sageworld.com).

### **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 Mobile™, and SAGE Web™ research and business management services, SAGE also provides the industry with other research services, order management, website, and email services, e-commerce solutions, end-user catalogs, artwork services, payment processing,



tradeshows, 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. For more information, please visit [www.sageworld.com](http://www.sageworld.com) or call 800.925.7243.