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## **FOR IMMEDIATE RELEASE**

### **SAGE<sup>®</sup> UNVEILS NEW FEATURES AND ENHANCEMENTS FOR 2024**

**Addison, Texas (January 11, 2024)** – SAGE announces several exciting updates to its flagship service, SAGE Total Access, as well as SAGE Websites and SAGE Company Stores. These brand-new features will allow distributors to access more information about their customers at-a-glance, view in-depth sales reports, automatically track website inventory, easily build custom site pages, plus implement turnkey product collections and starter stores.

“Our development strategy continues to prioritize streamlining the cross-functionality of our services and building new, innovative solutions for our customers to help them stay ahead of trends and maximize their efficiency,” said Eric Natinsky, SAGE CEO. “This release is particularly exciting because we’ve introduced several new features that are going to really revolutionize the way our customers do business.”

In the latest release, a notable achievement is the introduction of a CRM Client Overview dashboard in SAGE Online and SAGE Web. This feature utilizes aggregate data from various SAGE Total Access modules, offering distributors high-level insights into each client's order volume rank, sales potential, and recent activity. It also provides a snapshot of interactions, like the number of quotes, presentations, or email campaigns within a specified date range.

Distributors can now create client logins for websites and online stores via the CRM module. The integration of CRM with SAGE Websites enables distributors to effortlessly establish and oversee client access in a centralized location. Additionally, to enhance workflow efficiency



through SAGE Total Access, carts from Websites and Company Stores are seamlessly integrated into Order Management.

In addition to the [previously announced release](#) of the new SAGE Company Store Standard in Q3 2023, SAGE has introduced even more developments in its Company Store suite. The newest updates incorporate advanced features like the ability to duplicate a store and a new in-depth reporting module to see sales over time, sales by product, showroom or promo code, and sales by client.

Another major update for Company Stores and Websites is the inclusion of inventory management. This new functionality allows distributors to monitor various product variations (size, color, etc.) with distinct inventory levels. Users can efficiently manage bulk inventory through spreadsheets, establish custom thresholds for each item, receive notifications for low stock levels, and enable automatic updates to deduct items during order fulfillment. Inventory management is accessible with SAGE Website Professional or SAGE Company Store Premium and higher tiers.

While a large portion of this latest release focuses on streamlining processes, SAGE has also announced three completely new additions to its Websites and Company Stores that distributors can utilize to drive more traffic to their sites and secure more business.

The introduction of Starter Stores as part of SAGE Company Stores allows users to present fully customizable theme-based stores at no additional charge. This serves as an effective way to illustrate the adaptability of company stores to clients or serves as a quick launchpad for setting up clients' stores.

SAGE Website Professional Plus now incorporates the all-new Curated Product Webpages, featuring theme-based webpages with curated content and products, enhancing SEO and driving website traffic.



And finally, SAGE introduced its revolutionary Page Builder module in SAGE Websites as a way to design pages visually using drag and drop functionality. The Page Builder allows distributors to quickly and easily custom-build a page from scratch with a tailored column layout and widgets such as text blocks and product groups that incorporate featured product selections.

All updates are available now. To learn more about SAGE Total Access, SAGE Websites, or SAGE Company Stores, visit [www.sageworld.com](http://www.sageworld.com) or contact your Account Advisor today.

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