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FOR IMMEDIATE RELEASE

SAGE[®] REVEALS NEW FEATURES FOR 2025

Plano, Texas (January 8, 2025)—In conjunction with the new year, SAGE is thrilled to announce the release of several new features to its industry-leading business management services. These features will empower promotional products distributors to take their businesses to the next level as SAGE continues its tradition of bringing next gen technology and powerful, time-saving features to the industry.

SAGE's flagship services, formerly known as SAGE Total Access™ and comprising SAGE Online, SAGE Mobile and SAGE Web, have been consolidated under the new SAGE Workplace™ brand. The move reflects the all-encompassing nature of SAGE Workplace as the complete business management and research solution for promotional products distributors. SAGE Workplace subscribers will continue to be able to use the SAGE Workplace Windows app (previously SAGE Online), the SAGE Workplace web app (previously SAGE Web), as well as the iOS and Android apps (previously SAGE Mobile). This change will be completely seamless for customers and requires no additional licensing or adjustments to current subscriptions.

“As technology has changed over time, our services have converged to one cloud-based solution,” explained Eric Natinsky, CEO of SAGE. “We have always wanted to meet users where they are and provide access to our services regardless of whether you are using Windows, MacOS, iOS, Android, or something else. In fact,” continued Natinsky, “We are literally the only business services provider in the industry offering support for all these different operating systems. We aren't changing our philosophy about that, but it made sense to streamline our branding to reflect that these are all different ways to access the same services. With SAGE Workplace, you get everything you need to run your business no matter how you access it.”

SAGE also announced a number of new supplier data elements. Users can now go directly to the exact supplier webpage for a product from the Workplace product detail page. “This has



been a very popular request from customers. We're happy to give users an easy way to get to the supplier source for any additional information they may need," Natinsky said.

SAGE is also proud to now provide carbon footprint data for industry products in SAGE Workplace. "More and more end users are asking for promotional products that meet very specific environmental guidelines," remarked Dana Porter, SAGE's VP of Information Services. "With this update, distributors can now help their clients find products that meet specific environmental requirements or needs."

SAGE's vast product research database will also now allow users to search specifically for print-on-demand (POD) products. Porter added, "This is another element that has become very popular recently and we're happy to provide this search capability for SAGE users."

Client Text Messaging is being introduced as an add-on feature in SAGE Workplace's CRM module. Texting is a direct and personal way to communicate with clients in today's environment. With one low fee, users can now send unlimited text messages to an unlimited number of clients directly from the CRM module. Text messages are sent from a unique phone number assigned to each customer account. Clients can easily respond to text messages while distributors receive instant notification in the mobile app. If a client calls the phone number, SAGE's technology will automatically forward the call to the distributor's main business phone number. The text messaging service is available for \$495 per year or \$49 per month per account with no additional per message fees whatsoever. "We're so pleased to be the first to bring text messaging to an industry platform," Natinsky commented. "We all know that text messaging is the way many people prefer to communicate now. It makes simple business sense for distributors to offer this as another way to communicate and engage with clients and prospects."

SAGE has also announced a brand new, much-requested, gallery layout for its powerful Presentations module. This new layout shows selected products in a modern, clean, and interactive way that is sure to impress. Like all SAGE presentations, distributor clients can also easily comment and provide instant feedback on what they like. Any presentation can easily use the new layout with just one click to change the layout style. SAGE presentations have also been enhanced with other new customization features, including the ability to select header background colors, images, and body background colors.

Leveraging SAGE AI technology, users can now access the brand-new Presentation Wizard feature within SAGE Workplace, too. The Presentation Wizard allows distributors to create a

regular SAGE presentation with one click. The industry-leading technology uses various data attributes to intelligently craft presentation language and select products best suited for the specific client, event, or promotion. “We are continuing to look at ways to use AI to actually make our customers more productive and efficient,” Natinsky underscored, “And this new tool really hits that nail right on the head.” As with all SAGE presentations, those created with Presentation Wizard can be modified after they are created.

SAGE has also announced the availability of its popular Email Campaigns and Catalog Studio modules in the SAGE Workplace web app, making it easy for users who prefer to use the web app to access these modules.

The company is also introducing AI features in its email services. Customers who use SAGE’s webmail service for their email can use AI to draft email replies, summarize emails, and more. These features save users time and make them look good in the process.

Discover the details of these new features as Eric Natinsky explains them in this SAGE webinar. [Watch it here](#) (SAGE login required).

About SAGE

SAGE, based in Plano, Texas, is the leading provider of information, marketing, and business management solutions to the promotional products industry. In addition to SAGE Workplace™ product 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 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 or call 800.925.7243