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FOR IMMEDIATE RELEASE

SAGE[®] ANNOUNCES NEW SAGE CONNECT SUPPLIER MODULES

Addison, TX (July 27, 2022) - SAGE, the leading provider of information, marketing, and business management solutions to the promotional products industry, is excited to announce new supplier modules within SAGE Connect™, an application programming interface for bi-directional integration with SAGE services.

The supplier modules within SAGE Connect are specifically designed to enable suppliers to provide direct, real-time information to distributors through SAGE's services. The API uses a modern event-driven architecture that includes JSON formatted data, secure HTTPS posts, and the reliability and performance of SAGE's robust data centers. These new SAGE Connect modules build upon and replace SAGE's previous APIs for suppliers, including the Supplier Integration Toolkit and Supplier Direct Connect. Through just one single integration to SAGE, SAGE Connect allows suppliers to provide real-time inventory and order status information to all of SAGE's 45,000 distributor users through the SAGE Total Access platform without any work necessary on the distributor side.

SAGE's new supplier modules within SAGE Connect implement the new Promo Data eXchange (PDX) industry standards announced by PPAI in January at The PPAI Expo. PDX was jointly created by SAGE and PPAI and is available for suppliers, distributors, and service providers. For suppliers, the new industry standards are designed to provide inventory, order status, and more to distributors in real-time.

In addition to the PDX order status and inventory modules, SAGE Connect now includes additional supplier modules, including Product Data Download, Product Data Update, Order Status Requestors, Distributor Verification, and Credit Card Transaction. Each module uses the



same authentication method and general structure, making incorporating different modules within the API framework easy.

“SAGE Connect is a one-stop-shop for industry integrations,” Eric Natinsky, SAGE CEO, commented. “In today’s marketplace, real-time inventory and order status are critical to our customers’ success. But that’s only the beginning. Through SAGE Connect, we will continue to provide as much real-time data to both suppliers and distributors as possible. The world we live in today demands it, and we’re thrilled to be moving the industry forward in terms of technology integrations.”

SAGE Connect is available now to all SAGE Supplier Advantage Members. For more information on how to provide real-time data to distributors through a SAGE integration, connect with your SAGE account advisor or log in to sagemember.com and choose SAGE Connect under Developer APIs in the left navigation.

For more information on SAGE Connect, please [visit our website](#).

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, project 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 or call 800.925.7243.