

Contact:
Bille Jo Walchek
Director of Marketing
SAGE
214.631.6000 x4539
bille.walchek@sageworld.com

PPAI ■ PSDA
ARA ■ PPPC

FOR IMMEDIATE RELEASE

SAGE® ANNOUNCES NEW EXPEDITED CATALOG UPDATING METHOD

With SAGE FastTrack™, SAGE Advantage Members can now update their catalogs in the SAGE database through a new streamlined, expedited process.

Addison, Texas (December 8, 2014) – SAGE has just announced the availability of FastTrack™, a new, expedited method for suppliers to update their catalogs in the SAGE database. Using SAGE FastTrack, SAGE Advantage Members can now update their product information in the SAGE database with ease by downloading their existing product portfolio in an Excel spreadsheet, editing the spreadsheet to make necessary changes, and then submitting the modified spreadsheet (and any associated files such as product images) to the system through the SAGE Supplier Center.

SAGE's systems will immediately review each submission and notify the supplier in real time about common errors or concerns. If everything looks good, the update will be processed by SAGE content specialists with high priority through the special FastTrack system. All of the changes will go live on all SAGE research services within just a few days of submission.

David Natinsky, SAGE's President, explained, "We are committed to improving our customers' businesses and helping them spend their time most effectively. FastTrack greatly simplifies our catalog updating process and makes it as easy as possible for suppliers of all sizes to update their product catalogs as efficiently as possible." Natinsky continued, "Our suppliers have always valued how accurate their product information is as a result of our thorough updating process. Now they can still reap the benefits of accurate listings, but without sacrificing valuable time. We expect that many Advantage Members will utilize this service to get their catalogs updated for the new year."



The new FastTrack service is in addition to SAGE's other catalog update methods, including real-time updating through the SAGE Supplier Center, full integration to suppliers' back-end platforms using the recently-introduced Supplier Integration Toolkit, as well as "regular track" updating by sending catalog information to SAGE for handling by SAGE's extensive team of in-house content specialists.

SAGE Supplier Advantage Members should log into the SAGE Supplier Center to get started using FastTrack to update their catalog. More information on FastTrack and SAGE Advantage Membership can be found at www.sageworld.com/supplier/advantage.php#3.

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™ 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 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 or call 800.925.7243.

###