

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

PPAI ■ PSDA
ARA ■ PPPC

FOR IMMEDIATE RELEASE

SAGE® EXPANDS CRM CAPABILITIES IN SAGE MOBILE 4.5

The latest version of SAGE's mobile app includes full CRM capabilities, a new research assistance feature, and more.

Addison, Texas (January 7, 2015) – SAGE announces the release of a new version of SAGE Mobile™, the leading mobile research solution for the promotional products industry. The app, available for iOS and Android devices, allows distributors in the industry to search for products, look up customer information, check orders, view presentations, plan for tradeshows and access other SAGE information, all from their mobile device. The new version, SAGE Mobile 4.5, adds a number of powerful new enhancements, including:

- Create and update CRM clients and contacts
- Create, edit and complete tasks
- Snapshot view in CRM, which provides a glimpse of tasks scheduled for the day as well as a calendar view to see tasks assigned to each day
- Scan business cards into Clients area
- Create and update client history notes
- Filter client list
- Live research assistance, allowing distributors to take a photo of a product and send it to SAGE where a SAGE research expert will gladly help locate the product and push the results right back to your mobile device!

"We are pleased to continue to enhance SAGE Mobile to help our customers grow their businesses and work as efficiently as possible, even when they're out of the office," said David Natinsky, SAGE president. "A good customer relationship management system has become a



necessity in today's time. We're pleased to now be able to extend the same capabilities that exist in SAGE Online to SAGE Mobile so that our customers can access their client information anywhere they need it."

SAGE Mobile 4.5 is available now. Current customers can download the new version for free from either the App Store for iOS devices or Google Play for Android devices. Distributors who would like to take SAGE Mobile for a test drive at the upcoming PPAI Expo should contact SAGE today for a complimentary 30-day subscription. For more information on SAGE Mobile 4.5, visit www.sageworld.com/SAGE_mobile.php.

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.

###