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## FOR IMMEDIATE RELEASE

### **SAGE® ANNOUNCES SAGE ONLINE™ 11 AND SAGE WEB**

**SAGE announces a new version of SAGE Online and introduces SAGE Web, a new web-based platform for accessing its powerful research and business management tools from anywhere.**

Addison, TX (January 12, 2015) – Spirits were high as SAGE announced exciting new products and features at the SAGE Conference today. Eric Natinsky, SAGE CEO, revealed a new release of the company's flagship research and business management tool, SAGE Online, as well as the addition of SAGE Web, a new platform to access SAGE promotional product research and business management tools from Macs, Windows phones and tablets, and any other device with web access.

SAGE Web is the third addition to the already impressive lineup. Between SAGE Online, SAGE Mobile, and now SAGE Web, distributors have no barriers to accessing their important business management tools and product information, regardless of location or device type.

David Natinsky, SAGE's President, commented, "We're incredibly excited to get the new SAGE Web platform into our customers' hands. It eradicates the final barrier in allowing users to access SAGE from anywhere, namely those who use Mac computers and Windows phones and tablets."

SAGE Web will be released in February. It is licensed as part of SAGE Total Access, SAGE's per-user licensing model that gives users access to SAGE Online, SAGE Mobile, and SAGE Web for one low per-user cost. Total Access is \$49/month for the first user and \$9/month for each



additional user. Distributors who are interested in using SAGE Web but are not yet Total Access subscribers are encouraged to visit [www.sageweb.com](http://www.sageweb.com) for more information and to request notification as soon as SAGE Web goes live.

Windows desktop and laptop users will continue to use the flagship SAGE Online service to access their research and business information. In fact, SAGE announced a brand new version of SAGE Online today as well. SAGE Online 11 includes over one hundred new features to further solidify SAGE Online as the most advanced product research and business management tool in the industry. Among the most significant enhancements are:

- A new discussion groups area allowing industry colleagues to communicate, collaborate, and share ideas in a social platform designed just for our industry
- Multiple-office location support for client contact information
- Real-time supplier inventory levels for products
- Ratings now include public user comments providing a more detailed and insightful view of distributor experiences
- Many new product search fields, including assembled in country, decorated in country, and PPAI Product Safety Aware compliance
- Unlimited preference groups and the ability to add suppliers to multiple groups
- Share products on social media with links back to your PromoSearch website

Of the hundreds of new features in SAGE Online 11, a vast majority of them were requested by current customers. Natinsky commented, "Our main goal is to make our users' lives easier. We always spend a lot of time listening to what they want and focusing our efforts on providing a solution. These aren't always big fancy features, but little tweaks that can still make a big difference."

SAGE Online 11 will begin rolling out to all SAGE Online customers in late February. Customers will receive an "update available" message as soon as the new version is available to them. As always, there is no additional charge for the upgrade. SAGE encourages distributors who are not already SAGE subscribers to take advantage of its complimentary 30-day Total Access subscription to give it a test drive.



### **About SAGE Online**

SAGE Online is the industry's #1-rated and most popular product research service in the promotional products industry. Serving the majority of promotional products distributors, SAGE Online provides complete product and supplier research, impressive presentation capabilities, order management, customer relationship management (CRM), electronic catalogs, supplier specials, tradeshow information, SAGEim™ instant messaging, email campaigns, and much more. SAGE Web is available as part of SAGE Total Access, a comprehensive, per-user licensing model that allows each user to access any combination of SAGE Online, SAGE Mobile, or SAGE Web on up to five devices. Total Access is just \$49/month for the first user and \$9/month for each additional user.

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### **About SAGE Web**

SAGE Web is a brand new web-based platform for accessing SAGE research and business management services. Distributors with Macs, Windows phones or tablets, or any other device with web access can easily access their critical product research, CRM, order management and other data whenever they need it. SAGE Web is available as part of SAGE Total Access, a comprehensive, per-user licensing model that allows each user to access any combination of SAGE Online, SAGE Mobile, or SAGE Web on up to five devices. Total Access is just \$49/month for the first user and \$9/month for each additional user.

### **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 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.

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