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**FOR IMMEDIATE RELEASE**

### **SAGE® and AIA Announce Integration of CRM Systems**

Addison, Texas (May 5, 2015) – SAGE and AIA announce that SAGE’s popular CRM module now integrates with AIA’s internal business management system. This integration allows AIA owners the ability to view and modify all of their customers’ and prospects’ information from either AIA’s system or SAGE’s research and business management services, with both systems staying completely in sync with one another as changes are made with a fast, seamless, two-way syncing technology developed by the companies. As a result, AIA owners can now take advantage of the extensive, advanced features in SAGE’s CRM system, including full tasking, historical notes, tracking, prospecting statistics, and more, without having to rekey any information in either system.

“We’re extremely pleased that we’ve had the opportunity to partner with AIA to provide this integrated solution for their owners. Having these two systems talk with one another will dramatically improve the efficiencies as well as the CRM capabilities available to AIA’s owners,” said Jarod Thorndike, director of strategic relations at SAGE.

Paul Weller, IT director at AIA, said, “We are very excited to be working with SAGE to provide our owners with a more integrated business management system to assist them in growing their businesses. We are committed to providing our owners with the best technology toolset available and this integration with SAGE’s CRM system will help us deliver a faster, more

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streamlined way to conduct business. We look forward to being able to better serve customers through these added benefits.”

SAGE’s CRM system is included in all of its industry-leading research and business management services, including SAGE Online, as well as SAGE Mobile for users on the go, and SAGE Web for Mac and other non-Windows users. No matter which service the owner is using, all of the systems will stay in sync with one another and with AIA’s system. The integration is available now to all AIA owners.

### **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, tradeshows, 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.

### **About AIA**

AIA Corporation (AIA) is a network of promotional marketing distributorships throughout the United States. The independently-owned and operated offices develop strategic marketing and promotional solutions for organizations of all sizes using top-quality branded products and creative techniques. Founded in 1981, the network has grown and changed significantly over the years, earning a reputation for integrity, honesty and true community. For more information visit [www.aiacommunity.com](http://www.aiacommunity.com).

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