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SAGE® LAUNCHES NEW SUPPLIER INTEGRATION PLATFORM

SAGE has launched a new API allowing suppliers to directly integrate their back-end systems with the SAGE database, providing SAGE's over 45,000 distributor users with real-time product, inventory, and order status information.

Addison, TX (September 29, 2016) – SAGE announces a major new version of its Supplier Integration Toolkit, a complete application programming interface (API) for industry suppliers to use to exchange data in real time with distributors through the SAGE network. The new version, 2.0, expands the capabilities of SAGE's previous toolkit to provide new functionality and capabilities that have been requested by suppliers and distributors. Using the toolkit, suppliers can:

- Update product information and pricing in real time 24/7/365
- Show real-time inventory status within SAGE's research tools
- Provide distributors with instant order status change notifications
- Consume orders placed through the SAGE network for electronic entry into back-end systems (instead of retyping from emailed PDFs)
- Leverage the SAGE database to verify distributors

“Our Supplier Integration Toolkit is by far the best way for suppliers to get ahead of their competition in today's marketplace,” said David Natinsky, President of SAGE. “Distributors are craving real-time product data, inventory, and order status like they get with B2C sites like Amazon. Once the initial, one-time connection is set up, suppliers can effortlessly and continuously provide all of this to over 45,000 distributor users in the SAGE network. It's truly one and done.”

Brian Pritchard, Director of IT at SAGE, said, “It was really important to us that we design our integration toolkit in a way that makes it as easy as possible for suppliers. Because it's a push network, suppliers can simply push data to us using a standard, secure HTTPS post. Suppliers don't have to set up web services, deal with complex security and availability issues, or the like. Once a supplier has the data out of their back-end system in a usable format, it usually takes literally less than an hour to be sending the data to us. It's really that easy.”



SAGE provides supplier data to the industry through its market-leading distributor services, SAGE Online, SAGE Web, and SAGE Mobile. SAGE also provides a data feed for distributors who want to connect the raw data to their own internal systems. SAGE also provides relevant data to end users through the thousands of distributor websites that SAGE powers.

The Supplier Integration Toolkit v2.0 is available now for all SAGE Advantage Members. There is no additional cost to use the toolkit. For more information or to get started, suppliers are encouraged to contact their SAGE account executive or visit go.sageworld.com/SITK for more information.

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, 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 nonprofit association. For more information, please visit www.sageworld.com or call 800.925.7243.

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