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## **FOR IMMEDIATE RELEASE**

### **SAGE® ANNOUNCES SAGE ONLINE™ 12.5**

**SAGE Online 12.5 features peer-based product Q&A, decorator search, multiple images for products, premium and incentive search, simplified search views, and new CRM and order management reporting capabilities.**

Addison, TX (March 29, 2017) – SAGE is pleased to announce the official launch of SAGE Online 12.5, which features significant upgrades to its industry-leading research and business management software.

SAGE Online 12.5 delivers powerful new features and efficiency-enhancing design. The new release continues the long history of leading-edge development from SAGE that established its reputation as the most advanced product research and business management solution in the industry. Key new features include:

- A new Q&A section to ask the community and suppliers questions about products
- Multiple product images showing alternate colors and angles
- Simplified search views show users only the most common search fields
- New decorator search area to find embroiderers, screen printers, and more
- Premium and incentives search
- An optional second ready-to-go email campaign every month
- Automatic CRM task scheduling to follow-up on presentations
- New CRM and order management reporting capabilities



David Natinsky, president of SAGE, commented, "We continue to innovate our products and services based on feedback from existing clients. We're thrilled to release the latest solutions to our customers so they can benefit from increased ease of use and effectiveness for their business. We always aim to be moving ahead of the needs of our distributors and suppliers to support the success of the professionals in our industry."

SAGE Online 12.5 will be rolling out to all SAGE Total Access™ and SAGE Online subscribers in the coming weeks. Subscribers will receive an "update available" prompt upon logging in to SAGE Online as soon as the new version is available to them. There is no additional charge for the upgrade, and free training and one-on-one sessions are available for anyone wanting help with the update.

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. Visit [trysage.com](http://trysage.com) to get started with SAGE Total Access, which includes SAGE Online, SAGE Web, and SAGE Mobile.

### **About SAGE Online**

SAGE Online is the top-rated promotional product research and business management solution in the industry, with over one million products from nearly 4,300 suppliers. It's packed with powerful features that streamline your business processes. 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, email campaigns, virtual sampling, and much more.

### **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 non-profit association. For more information, please visit [www.sageworld.com](http://www.sageworld.com) or call 800.925.7243.