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FOR IMMEDIATE RELEASE

SAGE® ANNOUNCES NEW TOOL FOR SUPPLIERS TO MANAGE THEIR INFORMATION

SAGE's new Supplier Integration Toolkit enables suppliers to directly integrate with SAGE's backend systems for automated product updates, order tracking updates, order downloads, distributor verification and more.

Addison, TX (December 5, 2013) – SAGE announces the Supplier Integration Toolkit, a first-of-its-kind interface that allows suppliers to tightly integrate their own backend systems with SAGE's platform. Suppliers can now transfer information to and from SAGE in real-time without any human intervention, providing the most efficient, timely, and accurate data flow that the promotional products industry has ever seen.

The Toolkit allows suppliers to download, review, and update all of their product information that is being provided to promotional products industry distributors through SAGE Online, SAGE Mobile, and SAGE PromoSearch. A vast majority of promotional products distributors use SAGE research systems to perform their product research.

David Natinsky, President of SAGE, commented, "We know that suppliers spend a lot of time keeping their product data up-to-date. Now, with the Supplier Integration Toolkit, once the initial integration is done, we've cut that time down to zero going forward. Automating the product update process not only saves suppliers time, but it also means we can provide even more accurate and timely data for distributors, as well as much more data. It's a clear win-win for everyone."

Suppliers can also use the toolkit to post order tracking information so that it is accessible to distributors in real-time using SAGE Online, saving countless phone calls to suppliers' customer service departments to check on order status. Natinsky continued, "We routinely hear from suppliers that order status is ranked at the top of the list of reasons that distributors call in to a supplier. Some suppliers provide order status on their own website, but



with SAGE Online, a distributor can see the order status of all of their orders across all of their suppliers, regardless of whether or not the supplier has a separate automated order status system. We can also provide customizable alerts and push notifications to distributors when order status changes.”

Another feature of the Toolkit allows suppliers to validate contact information to determine whether or not the company is a legitimate promotional products distributor. Suppliers can use the validation results for their internal systems or for “distributor only” sections of their websites. Natinsky commented, “This is the first tool to give suppliers a simple, modern, automated way to actually validate distributors. Not only will this save suppliers’ countless hours doing manual verification, but it also allows suppliers to validate distributors in real-time 24 hours a day, 365 days a year. We have a large number of suppliers who are really excited about this part of the toolkit.”

The Toolkit will also give suppliers the ability to process payments automatically through SAGE Payment Processing, obtain orders in electronic format from the SAGE Order Management System, and much more.

The Toolkit is based on leading technology standards, making it simple for developers to implement using the development platform of their choice.

SAGE will continue to offer all of its other methods for providing product information as well, including the SAGE Supplier Center as well as SAGE’s full staff of in-house content specialists who are constantly working to ensure that the SAGE database remains the most up-to-date, accurate database in the industry.

The Toolkit is available for no additional charge to all SAGE Supplier Advantage Members. For more information, suppliers are encouraged to contact their account executive or visit www.sageworld.com.

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,



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. The Power of Two relationship between SAGE and PPAI allows distributors to benefit from association membership and SAGE services at a substantial savings. For more information, please visit www.sageworld.com or call 800.925.7243.

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