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## FOR IMMEDIATE RELEASE

### **SAGE® ANNOUNCES SAGE MOBILE 4.0**

**The latest version of SAGE's mobile app includes new search capabilities, new tradeshow planning features, a fresh new design, and more.**

Addison, TX (December 19, 2013) – SAGE announces the release of a new version of its industry-leading mobile app, SAGE Mobile™. SAGE Mobile 4.0 adds a number of powerful new features, including:

- Brand new Clients area based upon the new CRM area in SAGE Online 10.0
- Search products and suppliers from the home page
- Search for products by supplier location and shipping point
- Tag favorite products and edit product ratings
- New smoother catalog page viewing
- Search and view suppliers' personal IDs
- Search for exhibitors directly from the tradeshow floor plan
- Tag exhibitors to your walk list or set as visited directly from the list
- Walk order sort for tradeshows
- View product pavilions for tradeshows
- Mark education sessions that you want to attend
- Process credit cards using a card reader
- New slide-out menu and fresh new design

The new Clients area in SAGE Mobile 4.0 follows the recent addition of full CRM capabilities to SAGE Online. Now distributors can access all of their client information on-the-go, including full company information, contact details, and client history. Users can even add



history notes for a client while on the road. All data is instantly synced with SAGE Online for a seamless user experience.

David Natinsky, SAGE's President, explained, "The new CRM area of SAGE Online is giving distributors a convenient, powerful way to manage their client interactions from their desktops and laptops. With this update to SAGE Mobile, distributors can now view all of that information while on the go."

This latest release also includes several new features in the tradeshow planning area. Users can now completely manage their tradeshow experience from the graphical floor plan, including the ability to easily search for exhibitors anywhere on the floor plan. Users can now also identify education sessions that they want to attend, view online versions of the product pavilions, and much more. SAGE has also added a new, innovative feature called "walk order" that orders walk list exhibitors based upon the order that a person normally walks a tradeshow. Natinsky continued, "With PPAI Expo right around the corner, this is a great time for users to get these new features that will make it easier than ever before to manage their tradeshow experience, especially at a show as large as the Expo."

SAGE Mobile 4.0 is available now. Current customers can download the new version for free from the Apple App Store (for iOS devices) or the Google Play Store (for Android devices). Distributors who would like to try out SAGE Mobile, and particularly the tradeshow planning area, at the upcoming PPAI Expo tradeshow should contact SAGE today for a complimentary 30-day evaluation subscription.

### **About SAGE Mobile**

SAGE Mobile is the mobile companion to SAGE Online™, the industry's most popular product research and business management service. As a native app for iPhone, iPad, and Android devices, SAGE Mobile provides product research, supplier research, client contact information, access to projects, full tradeshow planning and management, payment processing, and much more. Just like SAGE Online, SAGE Mobile accesses data in the cloud so that everything remains completely in sync. SAGE Mobile is available on a monthly or annual subscription plan and is licensed per mobile device.



## **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, 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.

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