



## NEWS RELEASE

### FOR IMMEDIATE RELEASE

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### **VERTICAL DEVELOPMENT OFFERS SOLUTION TO CANNED CATALOG MANAGEMENT SYSTEMS AND HOMEGROWN SOFTWARE**

DOWNERS GROVE, ILLINOIS – With over two decades of aftermarket experience, a broad range of systems and dedicated technical support, Vertical Development, Inc. (VDI) offers manufacturers and distributors a cost-effective alternative to competitive canned solutions or in-house programmers for developing catalog management systems.

“While many catalog system vendors offer single ‘canned’ solutions that are supposed to work for everyone, they often fail because they are too complex and difficult to implement,” said VDI Vice President Ron Garand, noting that the best solutions start by clearly defining the business problem and then designing a solution to fit. “That’s why we have an entire process for building solutions specific to the customers needs.”

According to Garand, while catalog and product management departments have a good idea of what they want, inside programmers or consultants are more in tune with Inventory, AP and AR type modifications than developing a catalog management system from the ground up. “That’s why we’ve built our business on delivering systems that meet catalog managers’ current needs, and helping them anticipate future requirements. Compared to unknown software development projects with notoriously poor success rates, we offer a very cost-effective alternative.”

By outsourcing catalog management projects to VDI, manufacturers can then free up IT staffs and programming consultants to work on operational projects in which they are more experienced. “We’ve implemented over 60 systems at companies manufacturing just about every component used on a vehicle,” added Garand.

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## Vertical Development Offers Solution – Continued

Vertical Development speeds data delivery by utilizing the industry's largest library of modules covering ACES, Activant, CARQUESTxml, and other formats. "We offer industry-proven solutions and rapid development cycles to help companies meet their challenging catalog management demands quickly and economically," added Garand. "That's why we're able to get systems up and running in a fraction of the time that it would take IT staffs working on the project internally."

Garand noted that Vertical Development's e-Publisher system, for example, is ideally suited to all types of companies. By consolidating part numbers from multiple spreadsheets into a single user interface, VDI helps its clients generate catalogs in print and on CDs, map to AAIA standards, and offer online lookup systems, easily and economically. Solutions in place range from small 32-page catalogs to 3,000-page mega-catalogs.

A leading provider of content management systems, Vertical Development, Inc. offers e-Publisher, e-Catalog, and e-WebCatalog systems that support simultaneous publishing to print, web and CD-ROM formats from a single data source. Their ShowMeTheParts system is dedicated to publishing catalogs on CD. Vertical Development also offers mapping services to companies without systems, allowing them to export their data in AAIA (ACES, Legacy, PIES), Activant Solutions, NAPA (Attribute, PartsPro), Wrenchhead and other retailer formats. VDI's software has streamlined data management for companies nationwide in a variety of industries, including many of the largest manufacturers in the automotive market. Founded in 1983, the company has offices in Downers Grove and Huntley, IL, as well as Fremont, CA.

To find out more about the systems and services available from Vertical Development, please call (847) 609-9540, or e-mail [rgarand@verticaldev.com](mailto:rgarand@verticaldev.com). More information can also be obtained by visiting the company's web site at [www.verticaldev.com](http://www.verticaldev.com).