



## NEWS RELEASE

### FOR IMMEDIATE RELEASE

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### **MOTORCAR PARTS OF AMERICA (MPA) AUTOMATES CATALOG AND PRODUCT MANAGEMENT WITH E-PUBLISHER**

DOWNERS GROVE, ILLINOIS – Motorcar Parts of America (MPA), one the world's leading remanufacturers of replacement alternators and starters for import and domestic cars and light trucks, recently partnered with Vertical Development, Inc. (VDI) to consolidate all its application and technical data into a single relational database. As a result, MPA's customers can access the latest product information linked to technical reference bulletins in a single lookup, saving them significant time.

With facilities in California, Singapore and Malaysia, MPA has grown from its origin in 1968 to become one of the largest suppliers of remanufactured alternators and starters in the aftermarket, offering over 2,500 domestic and import SKUs. In addition to this extensive offering, MPA supports customers in the field with on-site training in how to increase sales and reduce warranty returns.

MPA's rapidly growing list of part numbers and unique application records were previously organized in Excel spreadsheets. It soon became apparent that a single relational database of all product information organized together was needed to keep up with customer demands.

Several years ago, MPA had worked with VDI, a leading content management supplier, to help them export files mapped in AAIA and Activant Solutions (CCI/Triad) formats. "We were so impressed with VDI's work that when we decided to outsource our database project, they were the only firm we considered for the job," said MPA Vice President of Marketing John Foster. "When VDI demonstrated what we could do with their e-Publisher system, we made the decision on the spot," he added.

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## **MPA AUTOMATES CATALOG, PRODUCT MANAGEMENT– CONTINUED**

Using its e-Publisher software, Vertical Development input application records supplied by MPA in various files and formats, consolidating and linking the data to create a single relational database consisting of 2,500-plus part numbers with over 15,000 applications that cover over 104,000 unique vehicles. VDI also linked part numbers and applications with technical bulletins for ease of look-up.

E-Publisher enables MPA to manage the data, updating it as needed. The system also features a unique mapping process allowing files to be exported in industry standard formats such as AAIA and Activant Solutions (CCI/Triad) formats.

The project was a huge success for MPA. “E-Publisher has saved us months of time in database management,” said Foster. “It enables us to input new applications, part numbers and technical bulletins as soon as they become available, keeping customers up-to-date on the latest information,” he added.

Vertical Development’s unique e-Publisher program is ideally suited to businesses like MPA. By consolidating part numbers from multiple spreadsheets into a single user interface, it enables companies to generate print catalogs, CD-ROMs, Web applications and other informational tools in-house, 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 and e-Catalog systems that support simultaneous publishing to print, web and CD-ROM formats from a single data source. Their new e-WebCatalog system allows companies to upload AAIA formatted catalogs onto the Internet, quickly and cost effectively. VDI’s mapping services enable companies without systems to supply data in AAIA, Activant Solutions (CCI/Triad), NAPA, Wrenthead and other retailer formats, while their CD module is designed to create custom CD catalogs. 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 Elgin, IL, and Fremont, CA.

To find out more about the full range of systems and services available through Vertical Development, please call (847) 608-9142, 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).