



NEWS RELEASE

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MAPPING MEETS E-FORUM CHALLENGES

DOWNERS GROVE, IL – Sessions at the 2005 Aftermarket eForum in Chicago revolved around the same issue – to be competitive, aftermarket suppliers must embrace solutions today that will enable them to meet technology changes tomorrow.

The forum emphasized the importance of meeting the latest industry requirements, such as the Product Information Exchange Standard (PIES) and AAIA Catalog Enhanced Standard (ACES). “Clearly, industry-wide collaboration for standards, data and interconnectivity are the only way out of the swamp that we find ourselves in,” said eForum Speaker Scott Luckett, AAIA’s Vice President of Technology Solutions and Standards. “Your list doesn’t mean a thing to anyone outside your company if it doesn’t match,” added Aftermarket eForum Coordinator Chris Gardner from MEMA. “PIES defines the best way, field by field, to manage information.”

Complying with these standards can be a challenge, especially for companies that have not yet automated their database and catalog management systems. To help companies without automated catalog systems meet the latest requirements, Vertical Development, Inc. (VDI) provides mapping-only services and offers a PIES module.

VDI’s mapping service enables companies to provide product data electronically to Activant (formerly CCI/Triad), Advance Auto Parts, CARQUESTxml, CSK Auto Parts, NAPA, Pep Boys and Wrenchhead and other e-cat suppliers. Their PIES module is specifically designed to help companies provide parts data according to the latest PIES standards. Companies can easily start with the PIES module or mapping services first, and add VDI’s print, electronic and online catalog management systems later, as their needs grow.

MORE

MAPPING MEETS E-FORUM CHALLENGES – CONTINUED

For over 20 years, VDI has helped companies automate application data, create catalogs in-house and export files mapped to industry formats. Companies can find out more about mapping and other services by contacting Ron Garand, by phone: (847) 609-9540, or e-mail: rgarand@verticaldev.com. Or visit the company's web sites at www.verticaldev.com and www.e-WebCatalog.com.

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 (CCI/Triad), NAPA (Attribute, Legacy, PartsPro), Wrenthead 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 Elgin, IL, and Fremont, CA.

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