



NEWS RELEASE

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VDI SYSTEMS HELP MANUFACTURERS CONNECT WITH E-GENERATION

DOWNERS GROVE, IL – Automotive manufacturers today are faced with a new challenge – selling to newer, younger, more Internet-savvy customers who are more likely to research, and possibly even buy their products online rather than visit local distributor for the latest replacement parts and accessories. That's where Vertical Development, a leading supplier of data management solutions, can help.

"This new breed of customer is demanding highly individualized treatment and expects the latest information on demand," said VDI Vice President Ron Garand. Vertical Development solutions enable manufacturers to publish catalogs on CD, map to the latest industry standards, create online catalogs and more, enabling manufacturers to speed the time to market and take advantage of Internet sales opportunities. "It means you can sell that new ECM for \$790.00 or catalytic converter for \$687.00 before it ever hits your printed catalog," said Garand.

By providing quarterly electronic updates to e-Cat companies, manufacturers can also rationalize outputting print catalogs on a less frequent basis, helping them reduce catalog production and distribution costs. "E-Cat companies provide 80% of the counter sales," noted Garand. "Manufacturers with automated catalog management systems can supply e-Cat files and CDs quarterly and make regular web updates effortlessly. They're taking advantage of the sales that companies without automated systems can only yearn for," he added.

Vertical Development's e-Publisher, e-Catalog and ShowMeTheParts systems support simultaneous publishing to print, web and CD-ROM formats from a single data source, while their new e-WebCatalog system allows companies to upload AAIA formatted catalogs onto the Internet, quickly and cost effectively.

MORE

VDI Systems Help Manufacturers Connect With E-Generation - Continued

VDI also offers mapping services to companies without systems, allowing them to export their data in AAIA, Activant Solutions (CCI/Triad), NAPA, 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. Solutions in place range from small 32-page catalogs to 3,000-page mega-catalogs. 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) 609-9540, or e-mail rgarand@verticaldev.com. More information can also be obtained by visiting the company's web sites at www.verticaldev.com and www.e-WebCatalog.com.

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