



NEWS RELEASE

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Implementing ACES – The Key to Sales Growth

By Ron Garand, Vice President, Vertical Development

Recent research studies show that there are not only more vehicles on the road but they are older than ever before. What's more, many of them are being equipped with an increasing number of accessories and performance products.

These are just a few of the positive indicators pointing to the upward trend in aftermarket business growth. The biggest nemesis to companies getting their share of this increased business is the OEM whose single greatest advantage is their timely delivery of new application information. Their ability to supply up-to-the-minute vehicle application data to dealerships gives them an unbelievable edge. Companies that have implemented e-Catalog systems often gain additional capabilities, such as the ability to provide monthly rather than annual updates to e-Cat companies, generate coverage reports linked to vehicles in operation if they subscribe to Polk or output relational sales comparisons if they subscribe to NPD data, further increasing sales.

In our experience, companies manually managing, and mapping data in spreadsheets or utilizing outside mapping services are losing sales to the competition with automated systems. Unfortunately, some companies still view application data as a necessary evil rather than their most important sales tool. But what companies may not realize is that implementing an automated catalog management system historically offers a payback **within three years**. What's more, the additional sales and profits resulting from that implementation can mean an even quicker payback.

More than half of VDI's 60-plus customers have already implemented AAIA's Catalog Enhanced Standard (ACES) or are in the process of doing so. Lately, we have been building systems for new clients who previously used competitive mapping services. It is alarming to discover how much product data was missed in their original files, causing them to lose sales.

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The good news is that it's not too late. Just contact VDI for mapping and catalog management assistance. For a FREE consultation on improving your catalog and product management processes, please call Ron Garand: 847-609-9540 or send an email to rgarand@verticaldev.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, 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, and 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. More information can also be obtained by visiting the company's web sites at www.verticaldev.com.

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