



## NEWS RELEASE

### FOR IMMEDIATE RELEASE

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### **ANSA AUTOMOTIVE STREAMLINES PRINT AND ONLINE CATALOG MANAGEMENT WITH E-PUBLISHER**

DOWNERS GROVE, ILLINOIS – Online parts look-up systems enable manufacturers to update application data more often than print catalogs, which can become obsolete the minute they reach a customer's hands. ANSA Automotive now has a single solution for both, thanks to installing the e-Publisher database management system from Vertical Development, Inc. (VDI).

Based in Macon, GA, ANSA is a supplier of quality exhaust system products, specializing in ANSA® brand OE replacement mufflers and exhaust systems and EPA-certified bolt-on catalytic converters for import cars, as well as ANSA SPORT High Performance exhaust systems for imports and exotics. ANSA Automotive is also the exclusive US supplier of Silverline™ Stainless Steel Exhaust products, a premium line of exhaust systems and mufflers for cars and light trucks.

In addition to managing over 2,000 part numbers across three exhaust lines, ANSA maintains thousands of exhaust system diagrams and images, which must be associated with the proper application. They previously worked with a local printer to produce their catalogs, but found that it had become time and labor-intensive. "We needed a solution that would dramatically improve the efficiency and lower the cost of paper catalog production and also serve as a real-time electronic solution for internal and external use," said ANSA's General Manager Patricia Law, who contracted Vertical Development to be their catalog development partner.

VDI used its e-Publisher software to input files supplied by ANSA, consolidating the data to create a single relational database and then linking application data with exhaust system images stored on ANSA's server. Whenever ANSA updates or corrects an application, e-Publisher instantly recognizes the change, making sure that the proper diagram and application are always associated with each other.

### *MORE*

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## **ANSA Automotive Streamlines Catalog Management with E-Publisher - Continued**

ANSA was thrilled with e-Publisher's capabilities. "Besides offering instant online access to our entire direct-fit product line, we now have an economical solution for generating print catalogs," said Patricia. "E-Publisher was easy to set-up and ongoing management of data is straightforward and real-time."

ANSA is now using e-Publisher's unique mapping process to export application data and diagrams in AAIA ACES format for delivery to Activant Solutions (CCI/Triad), Wrenthead, and other e-Cat companies. "Vertical Development provided us with the best solution we could find, by far," added Patricia.

Vertical Development's e-Publisher program is ideally suited to all types of companies, especially businesses like ANSA Automotive with complex data management and delivery needs. By consolidating part numbers from multiple spreadsheets into a single user interface, it enables companies to map to AAIA standards as well as generate print catalogs, CD-ROMs and other informational tools in-house, easily and economically. Solutions in place range from small 32-page catalogs to 3,000-page mega-catalogs. Their new e-WebCatalog system also allows companies to upload AAIA formatted catalogs onto the Internet, quickly and cost effectively.

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 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](mailto:rgarand@verticaldev.com). More information can also be obtained by visiting the company's web sites at [www.verticaldev.com](http://www.verticaldev.com) and [www.e-WebCatalog.com](http://www.e-WebCatalog.com).