



NEWS RELEASE

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AUTOPART INTERNATIONAL MANAGES MILLIONS OF CATALOG RECORDS WITH E-PUBLISHER

DOWNERS GROVE, ILLINOIS – Autopart International (API), one of North America's leading suppliers of undercar replacement parts, can now manage over 30 different product lines, 83,000 part numbers and 1.8 million catalog records within a single relational database, thanks to installing the e-Publisher catalog management system from Vertical Development, Inc. As a result, API has already generated print-ready catalog pages in-house and supplied mapped files meeting industry standard formats, easier and faster than ever before.

Founded in 1957, API has developed an extensive business supplying a full range of replacement parts for foreign and domestic cars and light trucks, specializing in late model as well as hard to find applications. They offer products for virtually every system under the hood, including exhaust, brake, suspension, clutch and HVAC systems; seals and bearings; filters and gaskets; ignition products; steering systems, pumps and racks; and a variety of other products, sold through wholesale distributors across North America. API also owns over 60 jobber stores in New England and New York, where they sell to professional installers.

As the company grew, so did their product lines, requiring them to invest in an automated catalog management system several years ago. "But the system never worked completely," said Gail Volpe, Autopart International's Parts Information Manager. "It worked for electronic cataloging, but couldn't handle print catalogs."

That's when API turned to VDI. Using its e-Publisher software, Vertical Development created a single relational database comprised of API's 83,000 part numbers and 1.8 million catalog records spanning over 30 different product lines.

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Autopart International Manages Millions of Records with e-Publisher – Continued

It was exactly what API needed. Since the system went live in April, API has already output pages for its new suspension and exhaust system catalogs, and a third catalog on brake parts is now in production. “All I have to do to generate catalog pages is press a button. I can’t tell you how exciting that is,” said Volpe.

“VDI understood what we needed to do, and came up with a catalog solution that works for us,” said Volpe. “They also understand the automotive aftermarket and the issues we were dealing with. I’d recommend them to anyone,” she added.

Vertical Development’s e-Publisher program is ideally suited to all types of companies, including those with millions of records and multiple product lines like Autopart International. By consolidating part numbers from multiple spreadsheets into a single user interface, it enables companies to 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, 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, as well as 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 site at www.verticaldev.com.