



NEWS RELEASE

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VDI HELPS AFTERMARKET ADAPT TO ACES, PIES STANDARDS

DOWNERS GROVE, IL – To stay competitive, aftermarket suppliers today must adapt their catalog and product information according to new standards set by the Automotive Aftermarket Industry Association (AAIA) and supported by Activant, Advance Auto, AutoZone, Wrenchhead and other major retailers. They can adapt to new ACES (AAIA Advanced Catalog Standard) and PIES (Product Information Exchange Standard) requirements, easily and economically, with database management systems from Vertical Development, Inc. (VDI).

CARQUEST is already using the XML files (PIES format) that VDI provided for their client, Airtex Products, a major manufacturer of fuel and water pumps. These XML documents included the required elements for CARQUEST, along with embedded full and thumbnail product images. What's more, new ACES files provided by VDI to Activant (Triad) and Wrenchhead (ProfitPro) have passed their initial evaluation and are now in the final processing stage.

"Vertical Development was instrumental in getting Airtex part information to us in CARQUESTxml format quickly and accurately," said CARQUEST Supply Chain Integration Manager Todd Asby. "Having consistent, accurate, high quality, up-to-date part information is of paramount importance to CARQUEST. These files are now being used to fuel a number of technologies that support our customers, associates and the CARQUEST brand."

All VDI systems – ePublisher, ePricing, eCatalog and eWebCatalog – are designed to help aftermarket suppliers provide application data in AAIA and other proprietary formats, and product information in PIES format. "Since over 70% of all parts are sold through an e-Catalog system like Activant, NAPA or other proprietary retailers, timely e-catalog data is increasingly important to business growth," said VDI President Jay Wright.

MORE

VDI Helps Aftermarket Adapt to ACES, PIES Standards - Continued

Wright noted that was one of the first firms to help companies satisfy NAPA Attribute Editor and PartsPro requirements when those standards were first introduced. Since then, VDI has helped small as well as large manufacturers standardize and share their data for delivery in electronic and print format, from a single database solution. Systems can be deployed quickly, enabling manufacturers to meet requirements without losing focus on their core business. VDI systems are easy to install, require minimal administration, and can be run on a single server, workstation or laptop. Programs are configured to each customer's needs, in whatever hierarchy an organization needs.

For more information on Vertical Development solutions that help companies meet ACES and PIES specifications 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

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), 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, as well as Fremont, CA.

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