



## NEWS RELEASE

### FOR IMMEDIATE RELEASE

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### **BETTER BRAKE PARTS STREAMLINES DATABASE, CATALOG MANAGEMENT WITH E-PUBLISHER**

DOWNERS GROVE, ILLINOIS – Many manufacturers have invested in catalog management programs only to find that they are difficult to use, become obsolete or do not comply with ACES and other E-Cat requirements. That was the situation with Better Brake Parts, an Ohio-based supplier of disc and drum brake service kits sold to installers throughout North America. Now, they have a solution – Vertical Development, Inc. (VDI).

The first aftermarket brake component company to earn ISO 9001-2000 certification, Better Brakes recognized the need for instilling the same quality in its catalog management system over 10 years ago and selected a well-known firm for the project. The problem was the company's limited expertise and technical support. "It was a nightmare," said Ronald Kimmel, Better Brakes Vice President of Research and Development. "No one was there to help us fix the problems we were having. Oftentimes we were training them instead of the other way around."

Realizing that Better Brakes needed a more experienced firm with dedicated technical support, Kimmel asked fellow members of the National Catalog Managers Association for a recommendation. "The firm that they spoke most highly of was Vertical Development," said Kimmel, who followed their advice and contracted VDI for the project.

Using its e-Publisher software, VDI input Better Brakes' previously created files and spreadsheets, consolidating and linking the data to create a single relational database consisting of over 5,000 part numbers for import and domestic vehicle applications. "Before, we managed two catalogs with two different programs," said Kimmel. "Now we have one, which makes my job a lot easier. What's more, everyone here – from sales to purchasing – can use the system, which has been a tremendous plus when we're quoting on new business opportunities."

*MORE*

## **Better Brake Parts Streamlines Catalog Management with E-Publisher - Continued**

The system also features a unique mapping process allowing Better Brakes to export files meeting AAIA, Activant, Wrenthead and other e-Cat formats. Regular software updates from VDI assure that mapped files always meet the latest specifications.

In addition to the system's functionality and ease of use, what Kimmel really appreciates is Vertical Development's responsiveness. "This experience has been very enlightening," he said. "Before I couldn't get answers. Now when I have problem, VDI comes back with solutions."

"I could not recommend Vertical Development more highly," added Kimmel. "They've given me what I wanted – and more."

Vertical Development's e-Publisher system is ideally suited to all types of companies, especially businesses like Better Brake Parts. By consolidating part numbers from multiple catalogs into a single user interface, they enable companies to map to AAIA standards, generate catalogs in print and on CDs, and offer online lookup systems, easily and economically. Solutions in place range from small 32-page catalogs to 3,000-page mega-catalogs.

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.

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 site at [www.verticaldev.com](http://www.verticaldev.com).