



NEWS RELEASE

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VERTICAL DEVELOPMENT EXPANDS E-PUBLISHER CAPABILITIES *Enhanced System Helps Qualis Automotive Meet Latest PIES Requirements*

DOWNERS GROVE, ILLINOIS – Vertical Development, Inc., a leading supplier of content management solutions, has expanded the capabilities of its e-Publisher catalog management system. The enhanced version enables aftermarket suppliers to export files that comply with the latest change made to PIES (Product Information Exchange Standard), ACES (AAIA Advanced Catalog Standard) and other industry and retailer standards on a regular basis.

“These standards are constantly changing, making it extremely difficult for catalog managers to comply,” said Vertical Development Vice President Ron Garand. “Our expanded capabilities enable us to make changes daily, if needed, assuring that every client can meet the latest requirements,” he added.

Garand noted that a prime example is the installation recently completed for Qualis Automotive, a major supplier of brake components and chassis parts located in Troy, MI. Founded in 1999, the relatively young company had built a solid business supplying brake components and chassis parts for virtually every make and model of car, SUV and light truck on the road today, yet did not have an automated catalog system enabling them to export files mapped to the latest electronic cataloging requirements.

After considering several technology providers to help them with the process, they selected Vertical Development as their database partner. “When we compared their e-Publisher system with the competition, we found that VDI could meet all of our needs for significantly less cost,” said Qualis Automotive Catalog Manager Bob Collica. Collica appreciated that e-Publisher’s enhanced capabilities enabled Qualis to meet rigid PIES formats quickly and economically, something they could not have done previously. “While we spent hours getting our data loaded, it will ultimately save us a lot of time later,” he added.

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Vertical Development Expands e-Publisher Capabilities – Continued

Using its e-Publisher software, VDI input spreadsheets of brake drum and rotor applications and part numbers, consolidating and linking the data to create a single relational database covering thousands of vehicle applications. In addition to meeting PIES requirements, the system's unique mapping process allows files to be exported in ACES, Activant Solutions (CCI/Triad), CARQUESTxml, Wrenthead and other industry formats.

In addition to being pleased with e-Publisher, Qualis appreciates the customer service behind the system's installation. "Vertical Development is very easy to work with and very responsive to our needs," said Collica. "Every time I've called to request a change, they have jumped on it right away and come up with a solution. I'd recommend them to anyone," he added. Qualis is so pleased with the results that they plan to work with Vertical Development again later this year when they begin work on their comprehensive chassis parts database.

Vertical Development's e-Publisher program is ideally suited to all types of companies, including young businesses like Qualis. 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-Pricing systems that support simultaneous publishing to print, web and CD-ROM formats from a single data source. Vertical Development also offers mapping services to companies without systems, allowing them to export their data in AAIA, Activant Solutions (CCI/Triad), NAPA, 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 Elgin, IL, and Fremont, CA.

To find out more about the enhanced capabilities of e-Publisher as well as other systems and services available through 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 and www.e-WebCatalog.com.