



## NEWS RELEASE

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### **Increase Sales with More Timely – More Accurate – e-Cat Files**

*By Ron Garand, Vice President, Vertical Development*

Most companies consider new part numbers to be the future of the business. But if the counterperson cannot find the new part or carry-over coverage you updated days, weeks or months ago, the sale is lost. The really troubling part is that your catalog database *probably* has the right information. The problem is the e-Cat file – it's either wrong, late or both.

Aftermarket studies have attributed billions of dollars in lost sales annually to data latency and errors. At the heart of the problem is the methodology manufacturers use to manage their data, and the speed at which new parts, carry-overs and errors are updated within e-Cat systems. With each delay in providing new information to the market comes a lost sale. Manufacturers will continue to lose sales revenue to the OEM who has the latest data by default until they invest in their future – **electronic cataloging**.

To be among the survivors in this increasingly competitive market, companies need to spend their dollars wisely. While mapping outside a system may provide some short-term cost-savings, it could introduce errors into the process due to different files being prepared for different needs. If mapping outside a system is necessary and you're tempted to go with the lowest cost mapping bid, first find out what's covered – and what's not – so it doesn't become an unnecessarily expensive solution. See if the quote only covers mapping your data and if the work needed to finish the job – such as correcting errors you spot in audit reports, fixing issues the e-Cat discovers and resubmitting corrected files to e-Cat suppliers – all cost extra. Whenever possible, get an all-inclusive quote that covers whatever it takes to deliver trouble-free files to e-Cat suppliers.

The start of a new year is a time for reflection and anticipation, enabling manufacturers to review their triumphs and mistakes over the previous 12 months and make plans for the future.

*MORE*

## *Add two - Increase Sales with More Timely – More Accurate – e-Cat Files*

With that in mind, Vertical Development, Inc. presents five catalog management resolutions that can help you enhance aftermarket sales in 2006 and beyond.

- **Automate your catalog system** – It will assure your updates are accurate and in e-Cat databases quickly.
- **Implement ACES and PIES** – Adopting these new AAIA standards is easier than ever before and will reduce the number of files needed for e-Cat companies.
- **Spend wisely on mapping** – Don't select the lowest bid for mapping without knowing the complete cost and exactly what you are purchasing. It may not be the least expensive solution.
- **In-source** – Take control of your data in-house, increasing its accuracy and timeliness.
- **Increase sales** – Keep one – or all – of these resolutions and you'll boost sales!

For a FREE copy of our brochure, *Ten Tips for Defecting from – or Selecting – Your Catalog System Partner*, go to [http://www.verticaldev.com/pdf/VDISystems\\_Vendor\\_Selection.pdf](http://www.verticaldev.com/pdf/VDISystems_Vendor_Selection.pdf)  
This thought-provoking piece can help you determine which supplier is best for your needs.

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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).