



NEWS RELEASE

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KING KALIPERS ENHANCES IN-HOUSE CAPABILITIES WITH E-PUBLISHER

DOWNERS GROVE, ILLINOIS – Even companies with in-house programming capabilities benefit by installing the e-Publisher catalog management system from Vertical Development, Inc. (VDI), as proven by the system’s recent installation at King Kalipers, Inc. In addition to streamlining catalog production, the system also enables King Kalipers to export data meeting the latest industry standards including AAIA’s new ACES format.

Based in Peabody, MA, King Kalipers is a major remanufacturer of automotive disc brake calipers and brake heads sold through distributors. Unlike some of their competitors, they realized the need to automate their catalog database years ago, and had a system developed to meet their needs by in-house programmer Ron Burson. As the company grew, so did Burson’s information management responsibilities, resulting in less time that could be devoted solely to catalog management. When their system needed to be updated, King Kalipers decided to outsource the project to Vertical Development.

VDI Vice President Ron Garand showed Burson and the management team how e-Publisher could complement King Kaliper’s in-house capabilities, help them streamline catalog production and meet the latest AAIA ACES standards at the same time. “Ron Garand, is a good salesman,” said Burson, who describes himself as King Kaliper’s “computer geek.” “While I could do this project in house, the real issue was timing,” he added. By entrusting their catalog management system to VDI, Burson could then focus on other projects that needed to be completed within the same timeframe.

Using its e-Publisher software, VDI input application records supplied by King Kalipers, consolidating and linking the data to create a single relational database consisting of over 7,000 part numbers with more than 12,000 applications for cars and medium duty trucks.

MORE

KING KALIPERS ENHANCES IN-HOUSE CAPABILITIES WITH E-PUBLISHER – CONTINUED

e-Publisher has already enabled King Kalipers to produce its most recent catalog, as well as submit files to Activant Solutions (CCI/Triad), that are mapped in AAIA's new ACES format. "e-Publisher offers us the features we need, and can be used easily by people without programming experience," said Burson.

While the catalog was produced successfully, problems arose with the mapped files, so King Kalipers again turned to VDI for assistance. "Even though VDI did not cause the problem, they took ownership of it and produced a fast solution," said Burson. "VDI went beyond our expectations and did more than I've ever seen from a development firm. We'll probably be customers for life."

Vertical Development's unique e-Publisher program is ideally suited to businesses like King Kalipers. By consolidating part numbers and applications into a single user interface, it enables companies to generate print catalogs, CD-ROMs and other informational tools in-house, easily and economically. The system also features a unique mapping process allowing files to be exported in industry standard formats such as AAIA and Activant Solutions (CCI/Triad) formats. 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 and e-Catalog systems that support simultaneous publishing to print, web and CD-ROM formats from a single data source. Their new e-WebCatalog system allows companies to upload AAIA formatted catalogs onto the Internet, quickly and cost effectively. VDI's mapping services enable companies without systems to supply data in AAIA, Activant Solutions (CCI/Triad), NAPA, Wrenthead and other retailer formats, while their CD module is designed to create custom CD catalogs. 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 full range of systems and services available through Vertical Development, please call (847) 608-9142, 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.