



## NEWS RELEASE

### FOR IMMEDIATE RELEASE

For More Information, Call:  
Nancy Creighton, Stillwater Creative Group  
708-524-2161, or  
Ronald Garand, Vertical Development, Inc.  
847-608-9142  
Email: [rgarand@verticaldev.com](mailto:rgarand@verticaldev.com)

### VDI MAPPING SERVICES HELP SUPPLIERS MEET NEW AAIA STANDARDS

DOWNERS GROVE, IL – Many of the sessions at the 2004 National Catalog Managers Association Conference in Orlando revolved around the same issue – how to implement AAIA's next generation vehicle standards for electronic catalog data. Instead of delivering a half dozen fields in an Excel spreadsheet, companies will now have to supply a file covering 52 unique and distinct vehicle attributes and their associated XML tags.

Complying with these new standards is a lot of work, especially for companies that have not yet automated their database and catalog management systems. To help companies without automated catalog systems meet these new requirements, Vertical Development, Inc. (VDI) now offers mapping-only services.

The new mapping-only service from VDI enables companies to export their data in AAIA, Activant Solutions (CCI/Triad), NAPA, Wrenthead and other retailer formats. With the service, they will also be able to meet new ACES (AAIA Advanced Catalog Standard) and PIES (Product Information Exchange Standard) requirements.

For over 20 years, VDI has helped companies automate application data, create catalogs in-house and export files mapped to Activant (formerly CCI/Triad), Advance Auto Parts, CARQUEST, CSK Auto Parts, NAPA, Pep Boys and Wrenthead formats. Because their systems meet AAIA's new standard, VDI customers can make the transition seamlessly without additional cost, time or problems.

Companies can find out more about mapping and other services available through Vertical Development by contacting Ron Garand, by phone: (847) 608-9142, 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).

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## **VDI MAPPING SERVICES HELP SUPPLIERS MEET NEW AAIA STANDARDS – CONTINUED**

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, Wrenchhead 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.

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