



## NEWS RELEASE

### FOR IMMEDIATE RELEASE

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### **VERTICAL DEVELOPMENT STREAMLINES CATALOG PRODUCTION FOR MIGHTY DISTRIBUTING SYSTEMS OF AMERICA**

DOWNERS GROVE, ILLINOIS – A database management system supplied by Vertical Development is streamlining print and electronic catalog production for one of the largest automotive distributing groups in the U.S. Mighty Distributing Systems of America can now produce its primary catalogs from a single relational database, thanks to Vertical Development's e-Publisher software, a powerful content management system.

Mighty is a major supplier of belts, brake parts, cooling system parts, electronic ignition/engine control components, filters and chemicals, distributing them to over 25,000 independent repair shops, tire centers, specialty shops and installation facilities nationwide. The sheer volume of information supporting these products – over 2,700 pages of catalog applications, buyers guide, image and interchange data as well as CD-ROMs and technical literature – was difficult to manage and keep accurate on a regular basis. To assist them in the process, Mighty contracted Vertical Development, a leading provider of content management systems and e-business solutions.

"Vertical Development's knowledge of the aftermarket, combined with the scope of their operation, definitely gave them an edge when we were evaluating suppliers for this project," said Lee Wilson, Mighty Distributing's Manager of Product Information. "Compared to our previous method, their e-Publisher system is easier to work with, enabling us to provide the most up-to-date product information on a more timely basis for the thousands of repair facilities and installers who rely on our services," he added.

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## **Vertical Development Streamlines Catalog Production for Mighty – Continued**

Previously, Mighty produced catalogs the way many businesses do – with the expense of typesetting or inputting data. Vertical Development's e-Publisher system eliminates this step in the process, giving companies the ability to produce catalogs and price lists in print, electronic and online formats in-house. It also features a unique mapping process for exporting files in industry standard formats like AAIA, Activant (CCI/Triad), and NAPA.

Vertical Development's unique e-Publisher program is ideally suited to businesses like Mighty, which catalog thousands of part numbers within multiple product lines covering hundreds of thousands of applications. Mighty, for example, has five different catalogs, making a single application inquiry difficult for the user. With the Mighty CD created by Vertical Development, data from these catalogs are incorporated into a single user interface, giving customers one easy system to look up applications covered by all five publications.

Vertical Development's system has enabled Mighty to better maintain accuracy, reduce catalog turnaround time and provide their customers with an interactive CD application guide. "Print catalogs go out of date as soon as they come off the press. With our new software and CD capabilities, we'll be able to offer repair facilities more timely updates, so they'll always have the most current data necessary to service their customers," Lee added. "Thanks to our new CD catalog, information on Mighty products is now accessible through a single, easy-to-use inquiry system."

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, and Fremont, CA.

For more information on 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).