



NEWS RELEASE

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NAPA/RAYLOC IMPLEMENTS VERTICAL DEVELOPMENT e-CATALOG SYSTEM

DOWNERS GROVE, ILLINOIS – Vertical Development, Inc. (VDI) recently completed one of its most comprehensive projects to date for NAPA Rayloc, the parts remanufacturing arm of Genuine Parts Company. VDI consolidated multiple parts databases into one, enabling Rayloc to manage all their application, mapping and NAPA parts specification data with a single system.

VDI installed its e-Publisher system to help Rayloc manage two separate databases – its NAPA line of brake parts, and NAPA Power Supreme line of alternators, solenoids, starters, tailgate lift motors, window lift motors, power door lock actuators and wiper motors. Together, these databases include over 8,300 part numbers, with applications covering passenger cars, light, medium and heavy-duty trucks.

Rayloc's previous catalog management system was limited in flexibility, preventing them from easily managing or updating the two databases from a single location. To assist them with the project, they contracted Vertical Development, a major supplier of content management systems to the automotive aftermarket. Vertical Development consolidated all the data from both lines, adding administrative features that would allow Rayloc to manage all eight separate product lines as easily as if they were only managing one.

It's exactly what Rayloc wanted. "This is great," said Rayloc Catalog Manager Allan Thames. "We can manage all applications, mapping to NAPA Legacy and PartsPro systems as well as to the AAIA format and others. With VDI's system, our photos are organized in one central location that we can access easily to print identification guides."

Mike Gaffney, Rayloc Vice President of Sales and Marketing, agreed. "Both our customer service and technical services groups now have real-time access to catalog data and application changes, which is invaluable to our customers," he said. "We are so happy with our investment we just committed to a CD and Web module addition," he added.

MORE

NAPA Rayloc Implements Vertical Development E-Catalog System – Continued

Vertical Development's unique e-Publisher program is ideally suited to businesses like NAPA Rayloc, which catalog thousands of part numbers within multiple product lines covering hundreds of thousands of applications. With the database created by Vertical Development, all the information is incorporated into a single user interface, making it easy to generate print catalogs, CD-ROMs, Web applications, and other informational tools.

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. More information can also be obtained by visiting the company's web site at www.verticaldev.com.

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