



NEWS RELEASE

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E-PUBLISHER HELPS NASTRA AUTOMOTIVE MANAGE, MAP AND PUBLISH THEIR DATA

DOWNERS GROVE, ILLINOIS – Thanks to installing the e-Publisher catalog management system from Vertical Development, Inc. (VDI), Nastra Automotive Industries can now create catalogs, update part numbers and export files meeting the latest ACES (AAIA Catalog Enhanced Standard) requirements – quickly and easily, from a single relational database.

Based in New York, NASTRA is a family-owned and operated company supplying premium quality remanufactured alternators, starters and disc brake calipers to the automotive aftermarket for domestic, import, heavy duty, industrial, marine and antique applications. Since their founding in 1978, they have grown from a local rebuilder to becoming one of the largest regional remanufacturers serving the northeastern US.

As the company grew, so did their range of products, especially their brake caliper line. Previously, Nastra handled catalog management internally, using one program for updating data and another for outputting page layouts, making the process tedious and time-consuming. When their catalog manager passed away, Nastra decided it was time to automate the process. “We contracted Vertical Development because their e-Publisher system is Windows-based and easy to use,” said Nastra Sales Manager Rob Abbatiello. “Plus there’s no real learning curve, so we could be up and running quickly.”

Using its e-Publisher software, VDI input Nastra’s data consisting of over 4,000 disc brake caliper part numbers, consolidating and linking the data to create a single relational database covering thousands of vehicle applications. As a result, Nastra can quickly update part numbers in one system rather than searching for the data in multiple programs, speeding catalog turnaround time. It has also helped improved data accuracy. “E-Publisher gives us a way to double-check our work and find mistakes before they go into print,” said Nastra Plant Manger Tim Nolan, who uses the system on a daily basis.

MORE

E-Publisher Helps Nastra Manage, Map and Publish Their Data – Continued

“Using this program has made my job a lot easier. I’m very happy with it,” added Tim, who is now using e-Publisher for mapping Nastra’s brake caliper data to the latest ACES standards.

Rob agreed. “With e-Publisher, we can react quickly to the market’s needs,” he said. “Everything we need is wrapped into one system, so we can make changes with the click of a button. We are very pleased with the system, and would absolutely recommend Vertical Development to anyone in the automotive aftermarket.”

Vertical Development’s e-Publisher program is ideally suited to all types of companies, including regional remanufacturers like Nastra. By consolidating part numbers from multiple spreadsheets into a single user interface, it enables companies to generate print catalogs, CD-ROMs and other informational tools in-house, easily and economically. Solutions in place range from small 32-page catalogs to 3,000-page mega-catalogs. Their new e-WebCatalog system also allows companies to upload AAIA formatted catalogs onto the Internet, quickly and cost effectively.

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.