



NEWS RELEASE

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VDI HELPS ORIGINAL ENGINE MANAGEMENT EXPAND CUSTOMER REACH

DOWNERS GROVE, ILLINOIS – When Original Engine Management (OEM) a division of Forecast Products Corp, contracted Vertical Development Inc., (VDI) as their database partner, they went beyond automating their catalog system to outputting their product data on CD and launching a comprehensive online parts lookup system installed and powered by VDI. As a result, OEM can supply all of its product information in virtually any medium, enabling them to reach a broader audience and expand their market share.

Based in Fort Lauderdale, FL, OEM/Forecast has grown from providing import ignition and switch replacement parts to becoming one of the nation's leading full-line suppliers of engine management components and filter products for all makes and models of vehicles. Their comprehensive line of ignition parts; switches and sensors; air, fuel and cabin filters; and wire sets are sold nationwide to warehouse distributors, manufacturers, private label suppliers, retailers, buying groups and exporters.

Previously, OEM Catalog Manager Rod Sullivan used a spreadsheet to manage the company's product and application data. But as OEM's coverage developed so did their need for an automated catalog system. That's when they contacted Vertical Development.

VDI used its e-Publisher software to input files supplied by OEM, consolidating and linking the data to create a single relational database consisting of over 6,000 part numbers and over 65,000 applications for import and domestic vehicles. Thanks to installing e-Publisher, OEM met its deadline of publishing their entire full-line catalog on CD, saving months of time and significant cost in the process. A big plus was the system's flexibility, enabling OEM to tailor the system to its particular needs. "For example, most of our part numbers have multiple applications, so we wanted the functionality of making system-wide changes," said Sullivan.

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Vertical Development Helps Original Engine Management – Continued

With e-Publisher, OEM can enter new OE data once and the system connects a new active number with all of the appropriate vehicle applications. “The system enables us to add parts and update applications at a very high rate, giving our customers quick accessibility to the latest catalog information,” said OEM President Jeffrey Olefson.

To make their information even more accessible to customers, OEM recently added VDI’s e-WebCatalog module to their website, www.oemautoparts.net. Powered by VDI, the high-speed lookup engine enables OEM’s customers to instantly access the latest product applications, specifications and product images. “With our website and CD catalogs, customers will realize our full range of parts, which are far more comprehensive than the limited product lines of our competitors,” said Lawrence Szpyra, OEM’s Vice President, Product Management. OEM is now partnering with VDI to convert and map their files in the industry standard AAIA ACES format for delivery to Activant Solutions, Wrenthead, and other e-Cat companies.

Vertical Development’s e-Publisher and e-WebCatalog programs are ideally suited to all types of companies, especially businesses like OEM/Forecast. By consolidating part numbers from multiple spreadsheets into a single user interface, they enable companies to map to AAIA standards, generate catalogs in print and on CDs, and offer online lookup systems, easily and economically. 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, 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, as well as Fremont, CA.

To find out more about 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.