



NEWS RELEASE

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VDI INTRODUCES ONLINE HOSTING SERVICES

DOWNERS GROVE, ILLINOIS – Vertical Development, Inc. has added online hosting to its suite of catalog and data management systems and services. Introduced at the 2006 Aftermarket eForum in Chicago, the new service provides a portal where VDI clients can post their electronic catalogs, product guides, interchanges and other literature. In the process, it enables aftermarket customers to find the data they need, quickly and easily.

According to VDI Vice President Ron Garand, the new service fills a vital need in the marketplace – targeting Internet-savvy customers who are more likely to use online lookups rather than search through printed catalogs to find the latest information they need. “Compared to print catalogs that are often obsolete the day they come off the press, online lookups also enable companies to keep their data current, preventing lost sales due to missing or old information,” he said.

The new service dovetails with Vertical Development’s e-Publisher system, a program that supports simultaneous publishing to print, web and CD-ROM formats from a single data source. “A number of our clients installed e-Publisher and contracted our online e-WebCatalog hosting service at the same time,” said Ron. “That means their online catalogs can go live immediately, with virtually no downtime,” added Ron.

A key benefit of VDI’s online service is that all the software and technology needed are built right in. “While most of our clients have websites, many do not have the software or web support needed with today’s online parts look-ups. Without the right backup system, their data could stall, causing them to potentially lose a sale,” he said. “By hosting their online catalog with Vertical Development, they have all of the advantages of an online look-up without the software or programming costs involved, backed by a technical support team who can provide troubleshooting and maintenance whenever needed.”

MORE

VDI Introduces Online Hosting Services – Continued

According to Ron, Vertical Development's unique understanding of the automotive aftermarket is an advantage to clients using their online hosting services. "By specializing in the aftermarket, we understand what data customers are looking for in online lookup systems," he said. "Our goal is to create a web experience that makes it easy for prospective customers to find the right part number for their application, and helps assure that the products that they ultimately buy are made by our clients," he added.

For more information about VDI's online hosting service, please visit their booth during the Aftermarket eForum in Chicago, July 17 – 19. Or contact Ron Garand by phone: (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.

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 specific 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. Solutions in place range from small 32-page catalogs to 3,000-page mega-catalogs. Founded in 1983, the company has offices in Downers Grove and Huntley, IL, and Fremont, CA.

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