



NEWS RELEASE

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PRESTOLITE WIRE SWITCHES FROM CURRENT SYSTEM TO E-PUBLISHER

DOWNERS GROVE, ILLINOIS – By replacing their current catalog management system with e-Publisher from Vertical Development, Inc. (VDI), Prestolite Wire can now output data according to their customers' requirements and export files mapped to the latest AAIA ACES, PIES, and retailer standards. What's more, they can do the work in less time and without the additional costs that they incurred with their previous system.

A major OE supplier of wire and cable, harnesses and ignition wire sets to vehicle manufacturers as well as the aftermarket, Prestolite Wire has relied on an automated catalog management system to help them manage their data for several years. As the company grew, so did their data management needs, and they quickly outgrew their previous system.

They soon realized that the only way to get the additional functionality they needed was to replace their current system with e-Publisher, and contracted VDI. Using its e-Publisher software, VDI input application records supplied by Prestolite Wire in various files and formats, consolidating and linking the data to create a single relational database consisting of over 1,100 part numbers with over 26,000 applications that cover over 79,000 unique vehicles. E-Publisher enables Prestolite Wire to manage the data, updating it as needed.

With e-Publisher, Prestolite Wire gained capabilities not available with their previous system. "Now we can sort data for our customers any way they want," said Fred Anderson, Prestolite Wire's Applications Engineer/Catalog Manager. "VDI also has a working knowledge of ACES and PIES, enabling us to provide ACES files to Activant, and PIES files in CARQUESTxml format. It's a perfect match."

MORE

PRESTOLITE WIRE SWITCHES TO E-PUBLISHER - CONTINUED

Prestolite Wire is particularly pleased with the support they have received from VDI. "Before we had a supplier who said they couldn't do what we wanted. Now we have one who says, 'sure, we can do that.' They're very responsive to our needs, turn around our requests in a couple of days rather than a couple of months, know our processes and understand ACES and PIES. Would I recommend VDI? Absolutely!" he added.

Vertical Development's unique e-Publisher program is ideally suited to businesses like Prestolite Wire. 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. The system also features a unique mapping process allowing files to be exported in the latest industry formats including ACES (AAIA Advanced Catalog Standard) and PIES (Product Information Exchange Standard), as well as meet Activant, CARQUEST, NAPA, Wrenthead, and retailer requirements, easily and economically.

A leading provider of content management systems, Vertical Development, Inc. offers e-Publisher and e-Catalog systems that support simultaneous publishing to print, web and CD-ROM formats from a single data source. Their new e-WebCatalog system allows companies to upload AAIA formatted catalogs onto the Internet, quickly and cost effectively. VDI's mapping services enable companies without systems to supply data in AAIA, Activant Solutions (CCI/Triad), NAPA, Wrenthead and other retailer formats, while their CD module is designed to create custom CD catalogs. 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 Elgin, IL, and Fremont, CA.

To find out more about the full range of systems and services available through Vertical Development, please call (847) 608-9142, or e-mail rgarand@verticaldev.com. More information can also be obtained by visiting the company's web sites at www.verticaldev.com and www.e-WebCatalog.com.

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