



NEWS RELEASE

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Profit – The Real Reason Why Companies Comply with AAIA Standards

By Ron Garand, Vice President, Vertical Development

Aftermarket companies whose automated catalog systems comply with AAIA's Catalog Enhanced Standard (ACES) and Product Information Exchange Standard (PIES) have an advantage over their competitors. It's called profit, and with more than 80% of counter sales today made using e-catalog systems, these profits are multiplying quickly.

To capitalize on these profitable results, aftermarket suppliers are implementing ACES and PIES at a record pace. Over 300 companies now subscribe to the AAIA standards, with more being added on a regular basis. Implementing ACES and PIES has helped many change the way they go to market, conduct their business, service customers and introduce new products, all having a direct impact on their bottom lines.

Helping you implement AAIA standards are third-party service providers such as Vertical Development. The trick is partnering with a reputable vendor who can meet your needs. Don't be swayed by vendors trying to sell you a solution that supposedly works for everyone. In the last two years, we've replaced over a half-dozen competitive systems that failed because they were too complex, too difficult to manage and not tailored to the customer's needs.

A good example is Autopart International, who contacted us when their previous system failed to work properly. We not only gave them a solution, but we integrated our e-Publisher system with their existing web. According to Autopart International's CIO Chris Crowley, "VDI is one of the few companies in the world where production exceeds marketing..."

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For best results, we recommend that our clients invest in a catalog management system before data is mapped to AAIA standards. It is amazing how much information is lost without one. We just completed several systems using the clients' existing AAIA data only to find out that substantial application information was missed when they or an outside contractor originally mapped their data.

Autopart International is just one of the many suppliers we serve, building solutions that start by defining their objectives and are designed specifically to their needs. At Vertical Development, you'll find industry-leading products and the expertise to design a solution best for your company. We come right to your doorstep to show how we can help your organization and demonstrate actual working solutions already implemented for other clients. For more information, or to arrange a demo, please contact Ron Garand at rgarand@verticaldev.com or 847-609-9540.

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.

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 sites at www.verticaldev.com and www.e-WebCatalog.com.

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