



NEWS RELEASE

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RARE PARTS INSTALLS VERTICAL DEVELOPMENT E-CATALOG SYSTEM

Downers Grove, Illinois – Vertical Development, Inc., a leading supplier of software solutions and services to the automotive aftermarket, has successfully completed e-Catalog software installation and training at Rare Parts.

For 19 years, Rare Parts has supplied high quality and hard to find suspension parts to the market. Today, Rare Parts is an industry leader, with new and innovative products constantly expanding their product coverage, over 16,300 suspension parts covering 1928-1998 applications, with a total inventory of over one million pieces.

“We initially put the Rare Parts catalog in a database on the mainframe system 18 years ago. Today, AAIA and Triad are setting standards for the industry to provide electronic data, which meant we had to improve our current process with a more defined relational database. This e-Catalog software allows us to better service our customers by providing updated application data in a more timely manner,” said Lyle Burgess, President of Rare Parts. “The e-Catalog system also gives us a more cost effective means to produce our catalogs, the ability to furnish our data to others electronically in the AAIA format, while maintaining our current two-page spread style layout.”

“The e-Catalog system is very easy to use. The relational database technology allows me to make single changes that affect hundreds of applications automatically,” said Ron Raley, Special Projects Manager for Rare Parts. “The Rare Parts catalog has grown to over 300 pages of application, buyers guide and technical specifications; with more than 1,000 lines application data covering over 16,600 unique part applications. Our previous system using ISAM files was state of the art before the benefits of relational database technology were realized. We were able to implement the system and map our complete catalog to the AAIA standard in less than a week.”

MORE

RARE PARTS INSTALLS E-CATALOG SYSTEM – CONTINUED

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 site at www.verticaldev.com.

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