



NEWS RELEASE

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VERTICAL DEVELOPMENT HELPS SPX FILTRAN MEET CUSTOMERS' CATALOGING NEEDS

DOWNERS GROVE, ILLINOIS – SPX Filtran, a global supplier of transmission filtration and sealing ring solutions, can now meet customers' cataloging needs – quickly and easily – thanks to installing the e-Publisher system from Vertical Development.

A division of SPX Corporation, SPX Filtran is one of the world's leading suppliers of transmission filters, filter kits and sealing rings, which are sold under multiple private labels. One of their major selling features is their ability to provide private label customers with complete catalog data, updated on a regular basis. "That takes the load off our customers," said SPX Filtran Director of Marketing Dennis Patterson.

As a result, it puts the load on Patterson's department to meet each customer's unique requirements. "We also have to provide electronic files to Activant and other e-Cats, which is virtually impossible to do without an automated catalog system," said Patterson.

While Patterson estimates that there are only 300 base part numbers, "there's a lot of cross-breeding in transmissions. Many filters are used in seven or eight vehicle lines, resulting in thousands of applications, making it difficult to manage and update the data," he said. To help them meet the challenge, Patterson contacted Vertical Development Vice President Ron Garand. "While we looked at other systems, it was VDI in which we had the utmost confidence," he said. "Ron and his team made the entire process very easy."

Using its e-Publisher software, VDI input Excel files and spreadsheets supplied by SPX Filtran, consolidating and linking the data with illustrations to create a single relational database. The system's unique mapping process also enabled SPX Filtran to map files in the industry standard AAIA ACES format for delivery to Activant and other e-Cat companies. VDI also provided training on-site, enabling Patterson to make updates and changes easily.

MORE

Vertical Development Helps SPX Filtran – Continued

Vertical Development's e-Publisher system is ideally suited to all types of companies, especially businesses like SPX Filtran. 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 on-line lookup systems, easily and economically. Solutions in place range from small 32-page catalogs to 3,000-page mega-catalogs.

"E-Publisher is a great sales tool," said Patterson. "It gives us the ability to interchange one customer's brand for another in very short order. It's also made my job a lot easier; I wouldn't want to do a catalog without it," he added.

SPX Filtran is equally pleased with the support they received from VDI. "Vertical Development went above and beyond what we expected," said Patterson. "If a company is looking to automate their system, it's well worth their time to find out what VDI can do. I'd recommend them without a doubt."

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), WHI Solutions (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.

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