



NEWS RELEASE

FOR IMMEDIATE RELEASE

For More Information, Call:
Nancy Creighton, Stillwater Creative Group
708-524-2161, or
Ronald Garand, Vertical Development, Inc.
847-609-9540
Email: rgarand@verticaldev.com

TI AUTOMOTIVE SIMPLIFIES CATALOG MANAGEMENT WITH E-PUBLISHER

DOWNERS GROVE, ILLINOIS – By installing the e-Publisher content management system from Vertical Development, Inc. (VDI), TI Automotive has consolidated two catalog systems into one, resulting in 30% fewer pages and reducing print production costs. What's more, the system automatically links product photos to part numbers, saving even more time and effort.

TI Automotive is a global leader in fluid delivery systems, operating more than 130 facilities in 29 countries. Among the products supplied by TI's Aftermarket Division are Walbro brand electronic fuel pumps and fuel modules. Covering domestic and import vehicles dating back to 1974, Walbro's database had grown extensively, requiring two separate catalog systems. All the work was done in-house, with TI using Microsoft Access for managing their database and PowerPoint for storing product photos.

Using the two different systems for catalog production had become both time and labor-intensive. Because photos were in a separate program, TI had to manually insert them on the proper catalog page, adding to production time. "When we realized how much time we could save in the long run by using a single catalog management system, we chose e-Publisher from Vertical Development," said Trina Hall, Department Coordinator, TI Automotive Aftermarket Division.

Using its e-Publisher software, VDI input application records and product photos supplied by TI, consolidating and linking the data to create a single relational database consisting of over 500 part numbers, 500 unique product photos and over 3,000 applications. The system automatically links photos to the proper part number, saving significant production time. "With e-Publisher, all we do is save photos into a shared directory," said Trina. "It doesn't get any easier than that."

MORE

TI AUTOMOTIVE SIMPLIFIES CATALOG MANAGEMENT -- Continued

By consolidating their two catalog systems into a single system, TI can provide product information to customers on a timelier basis. E-Publisher has also enabled them to eliminate over 100 printed catalog pages, reducing printing costs and turnaround time. What's more, e-Publisher allows multiple users to share data, which was a key benefit to TI engineers assisting customers on the phone. Rather than searching for applications in a printed catalog, they can access the data instantly at their workstation, saving time and eliminating customer callbacks. "Our engineers rave about e-Publisher," added Trina. "We are totally thrilled with the system and would recommend it to anyone."

Vertical Development's e-Publisher program is ideally suited to all types of companies, including those with unique product photos like TI. 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. Their new e-WebCatalog system also allows companies to upload AAIA formatted catalogs onto the Internet, quickly and cost effectively.

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, 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.