

# HOW TO SELECT YOUR CATALOG SYSTEM PARTNER



THE SHORTEST DISTANCE BETWEEN YOUR DATA AND YOUR CUSTOMERS



**Vertical**  
*Development, Inc.*

# How to Select Your Catalog System Partner

Whether you're interested in automating your catalog system from scratch or want to replace your current system, Vertical Development has 10 tips to help you select the catalog system partner best for your needs.

**1. Just do it.** The sooner you implement a new system, the faster your information will be accurate and up-to-date, helping you increase sales and sharpen your competitive edge.

**2. Decide what you need and expect nothing less.** Prepackaged systems are great but not designed to meet specific needs. That's why VDI offers flexible, modular, expandable solutions designed to meet your needs, now and in the future.

**3. Get an estimate that matches your final invoice.** Vertical Development gives you a fixed cost upfront, with no mysterious add-ons later. And it's guaranteed to match the final bill.

**4. Experience matters.** Complying with aftermarket standards can be difficult. At Vertical Development, it's all we do. Our team of professionals includes former catalog managers who know the aftermarket, understand your needs and are adept at meeting AAIA standards.

**5. Size matters, too.** Automating your catalog system is more than one person can handle. VDI supports you with an entire team who make sure your system works exactly the way you expect.

**6. Get referrals and call them.** Customers aren't shy to share their good – and bad – experiences. You can read what VDI customers say at [www.verticaldev.com](http://www.verticaldev.com). We invite you to give them a call and find out for yourself.

**7. Plan for the future.** Be sure your system meets your current and future needs. At VDI, we offer modular systems built for expansion,

so you can implement mapping, Polk, product management, research and other modules now or easily add them to your system later.

**8. Invest in the right technology.**

VDI's highly configurable solutions use powerful databases that can be shared with other departments, require little IT support, and include such timesaving features as multi-year record storage, on-demand pagination, intuitive icons, menu-driven processes and logical sequencing of data. Programming is done with Delphi, the ultimate solution for Microsoft® applications, capable of handling millions of records, thousands of pages and an unlimited number of interchanges with affordable licensing fees.

**9. Demand live training and support.** VDI installs your system and trains your staff – on-site, in person. Have questions later? Just call; real people are ready to help.

**10. Turn around your investment quickly.** Automating your system should pay for itself within three years. Let Vertical Development show you how it can pay off even quicker.

Find out what Vertical Development can do for your company. For a free demonstration, call Ron Garand 1-847-609-9540 or visit [www.verticaldev.com](http://www.verticaldev.com).

**Vertical Development, Inc.**

Regional Sales Office:

11783 Ludbury Ridge

Huntley, IL 60142

(847) 609-9540

[rgarand@verticaldev.com](mailto:rgarand@verticaldev.com)



**Vertical**  
Development, Inc.

Database Publishing, e-Business,  
Software Development

935 Curtiss Street, Suite 1C  
Downers Grove, IL 60515