



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

E-PUBLISHER HELPS UNIVERSAL AUTOMOTIVE MANAGE, MAP AND PUBLISH THEIR DATA

DOWNERS GROVE, ILLINOIS – Manufacturers who have installed an automated catalog management system and then wish to switch to Vertical Development's e-Publisher system can now do so cost-effectively, thanks to capabilities built into the program. One company benefiting from the system's functionality is Universal Manufacturing.

Based in Iowa, Universal remanufactures electric fuel pumps, transfer cases and shift motors, disc brake calipers, steering products and other automotive components sold throughout North America under the ReTech brand name as well as under several private labels. They also manufacture the ReTech Platinum brand of electric fuel pumps and distribute a full line of Motorcraft powertrain products for Ford.

With their growing product line, Universal contracted a firm to assist them by automating their catalog management system. They soon found that the system purchased was difficult to use and prone to errors, preventing them from properly mapping data to Activant and other e-cat requirements. "It was taking forever to update our data and get information to e-Cat suppliers, so we looked for a solution," said Universal's Marketing Director Lance Frame. "Vertical Development demonstrated their e-Publisher system and explained how we could enter the data ourselves, saving time and eliminating redundancies," he said.

Using its e-Publisher software, VDI input Universal's data consisting of over 5,200 part numbers, consolidating and linking the data to create a single relational database covering almost 69,000 vehicle applications. As a result, Universal can now output application and buyers guides, interchanges, illustrated catalogs and other print materials, easily and economically. What's more, they contracted VDI to manage and coordinate the e-Cat portion of their data for them, giving them a turnkey solution while assuring that files submitted to e-Cat retailers are accurate and meet specifications.

MORE

E-Publisher Helps Universal Manage, Map and Publish Their Data – Continued

“When you consider that 78% of automotive purchases made today are done electronically, we were missing out by not having our data properly formatted. With VDI’s help, we can now take advantage of those electronic purchases,” said Lance. “We’re a small firm but they treat us as if we were a Fortune 250 company. We would absolutely recommend them to anyone,” he added.

Vertical Development’s e-Publisher program is ideally suited to all types of companies, including remanufacturers like Universal. 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), Wrenchhead 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.

For more information on 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.