

Vertical Development, Inc.

Vertical development e-publishing systems are built for ease of use. We primarily program our database systems using Delphi. Delphi continues to define the industry standard in high-productivity visual development.

With Delphi, Vertical Development solves complex application development problems and delivers high-performance, highly scaleable applications on schedule.

Delphi is a world class application development environment, and a solid choice for those who need to expeditiously complete either Windows or Web applications. When deciding on a development tool Vertical Development found Delphi the clear leader over Clarion, Magic, and Microsoft Visual Basic.

The ability to use Dynamic HTML, Extensible Markup Language (XML), and Active X Data Objects helps Vertical Development integrate relational and non-relational data more easily into applications. There is even support for Microsoft Office automation.

To make the printed output portable for many different uses we use Adobe Acrobat's PDF files as our standard. This is one of the most acceptable formats to catalog printers and Internet applications. Adobe Acrobat has become a valuable tool for collaborative document workflow and web publishing due to its ability to preserve the exact paper image in a digital document.

Our Quality Promise

"To set the Benchmark of Quality in every element of our business so that Vertical Development will be the preferred business partner for our customers, associates and shareholders; while providing optimum value that exceeds the cost of the services provided."

To meet this objective we pledge to provide:

- Continuous improvement in the software solutions we provide.
- Employee involvement in every step of the development process.
- Educational programs for our employees with leading-edge training programs, and a continuing education program.

For more information on our complete and affordable solution to your cataloging needs, please contact:



*Vertical Development, Inc.
Database Publishing, e-Business, Software Development*

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***Vertical Development
Your Technology Partner for
Database Publishing***



**.... INFORMATION
Is The Competitive EDGE**

Most organizations, especially smaller ones find themselves at a competitive disadvantage to their larger competitor's due to the cost of technology, and their larger competitor's ability to obtain that technology. Information management is being used more frequently as a competitive tool every day. The development of industry standards and requirements of customers to provide them with information electronically is proof of that evolution of technology.

Vertical Development e-publishing systems allow you to obtain the technology required to function in today's changing market. Information now can be economically distributed using Relational Database Management Systems. Where a mainframe was previously required to do the type of processing our system does, now a desktop computer can provide the needed power to run these powerful applications.

Let Vertical Development Help Manage Your Data



Manage your data internally through your Intranet and to the world through the Internet

Vertical Development specializes in the development of information management systems. Our e-publishing systems are scalable client/server systems that integrate easily into your current computer system, or can be run as a stand alone product.

We can review and analyze your information and publication needs in order to construct a custom systems solution to meet your needs. We provide you with the ability to manage the collection of information in your catalogs and price lists and deliver that to your customers in an efficient and timely manner.

Our approach to developing your system is to provide you with the tools required to manage your business more efficiently.

We are not the only provider of electronic publishing systems, but we are the recognized leader. Our clients produce 96 catalogs, interchanges and buyers guides, over 40,584 catalog interchange, buyers guide and price list pages annually, and have produced over 29,000 custom CD-ROMs⁷. In addition to catalog and pricing management, the systems manage over 1.5 million competitive and OEM interchanges.

With key accounts such as Airtex, Champ Labs, CR/SKF, Four Seasons, Mahle, Mighty Distributing, Robert Bosch, Rockford CV, Timken, Techniphase and Wells to name a few, we have gained the expertise over the past seventeen years to provide quality software solutions on time and within budget.

Vertical Development Utilizes the Most Recent Technology

Vertical Development utilizes the most recent technology to provide high quality system solutions. The e-publishing systems are designed using the concept of SIMPLICITY, although the underlying process involved is very complex. To the user the complexity of the system remains hidden, most tasks can be accomplished in no more than one or two mouse clicks. Intuitive icons are used throughout to simplify use and provide a common look throughout the system.

Vertical Development's e-publishing systems are a very powerful data management tool for managing your complex data within an easy to use menu driven grouping of programs. Data within the e-publishing systems are broken up logically to minimize the maintenance required. Common elements within the catalog or price list that remain consistent are entered into tables, allowing changes to be made once, rather than separately on hundreds of records.

The e-publishing systems' will manage your products application, technical and specification information including interchange and pricing data. Complete catalogs, interchanges, price lists and selected reports can be produced easily from the underlying database files within the system through the user friendly interfaces provided.

The Competitions System

The competition provides similar solutions using Access and Fox Pro as the core of their system. Our strength is that we are not limited in our customization or output options. We can duplicate your current publications style, where the competition just creates pages as a simple report.

We do not ask our clients to compromise their currently effective marketing tool. We will work around your proven style, and develop pages with the same look and feel to the customer.

Technology Partners

The Vertical Development e-publishing systems are designed to run independently on a single machine, or on a Windows 95, 98, 2000 client and NT or Novell Server. We recommend an additional software "Advantage Database Server" for installations with many users, but this is not a required component of our system.

As more users access files, system performance will be degraded proportionally, "Advantage Database Server" is designed to efficiently distribute data by request. You can add "Advantage Database Server" quickly and easily with no changes to our software.

Advantage Database Server is an uncomplicated product designed for use in basic to moderately complex two-tier client/server applications. This application was designed with simplicity and robustness in mind, requiring only 2-10 MB of disk space depending on the options installed, and typically only 2 MB or less of memory is used. Using Microsoft SQL Server or Oracle would be far more expensive, and take up more than four times the memory and disk space of the footprint required by Advantage Database Server.

The Clearly Preferred Choice

When you choose Vertical Development, you are choosing a company that is qualified and equipped to handle your catalog needs. For over twenty years, Vertical Development has been providing our clients with a range of services focused on better managing their day to day operations.

Our team of professionals will work with you through every step of the development process to assure we are meeting your every need.