

Vertical Development, Inc.

Vertical Development specializes in database publishing, e-business and software development. Our e-publishing system is a database publishing software for automatically producing Printed, Web, and CD-ROM publications. The system provides the user OEM information, application, part number (including illustrations and photos), interchange/cross reference, and pricing management.

You can now output your finished pages on any Windows compatible device or directly to a PDF file, there is no need for a typesetter. Any catalog printer able to accept PDF files can go directly to plates, eliminating the film stripping time and costs. The system also maps to AAIA, CCI/Triad and NAPA file standards.

We can convert your current catalog to a database and develop our system around your needs as a company. 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-ROMs'. In addition to catalog management these systems are managing over 1.5 Million competitive and OEM interchanges.



Use your new database management system to better service the customers in field changeovers, and through better communication of your new applications to the field sales force.

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:



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



... Ten Tips for Defecting from – or Selecting – Your Catalog System Provider

There are two times when companies are faced with choosing a catalog system provider:

- 1) One is when you don't have a catalog system, but have identified the need, and are ready to shop for and implement a solution.
- 2) The other is when you're unhappy with your current system or the suppliers' support.

Either Way, We Can Help. . . .

When Should a Current System be Replaced How do you decide?



If you're unhappy with your current system or the suppliers' support. For example, the system was not properly integrated, it's so complicated that users avoid it and it has become Shelfware, your requirements have changed and the current supplier cannot meet them, the relationship with your supplier goes sour, or it's simply not living up to your expectations.

If you already bought a system – but it's not working the way you want it to, no matter the money and time invested, the difficult, but often best choice is to defect from the current vendor to a new one. Either way, it's a tough decision, but in the long run, it can be the wisest, most cost-effective decision you make.

Choosing a catalog system vendor is like selecting a life partner. An organization should look for a vendor that understands its needs, will grow and change with the company, will be there to offer help and support, and will provide both short- and long-term payoffs. In short, it should be a “win-win” situation for you as well as them.

But while some vendors are partnering with you to provide a valuable service, others are more interested in getting your business than meeting your needs.

Here are 10 tips to help you select the right vendor for your catalog system needs:

1) Know and understand your needs

By knowing your project's requirements, you can then review vendors based on whether they can fill those needs, not only with a **PROVEN** product, but with add-on products you can implement as your needs change.

2) Seek help early

Every day you don't have a catalog solution, your costs of managing data, typesetting, mapping and more add up. In fact, procrastinating for a few years can actually cost you more than the catalog system itself.

3) Compare prices, apples to apples

Companies that get three proposals and select the lowest price almost always end up paying as much as the mid-priced solution. That's because the low cost solution provider usually finds gray areas that weren't included in the original proposal, resulting in additional invoicing. Make sure you are not blindsided by hefty implementation and maintenance costs. While Vertical Development will not be the lowest cost, we will provide a fixed cost, with no mysterious add-ons later.

4) Look for experience

Select a vendor that is proven. A vendor that is delivering day in and day out for other companies in your industry. Catalog and pricing systems are much more than simply technology. Find a vendor that has a mix of technical product experience, as well as an in-depth understanding of your needs and processes. There are several companies offering solutions that promise to solve all your problems, but only a few can actually fulfill their promise. If the company's primary business is not e-Cataloging – beware. At Vertical Development, we specialize exclusively in e-Publisher systems and related products. Our clients are very important to us, and are treated that way.

5) Examine add-on products

Before you buy a system, be sure to consider what your future requirements will be. Then be sure to select a vendor with value-added solutions that will meet your needs in the future as well as the present. Add-on products can be ten times the original system price for some vendors (which may be why they can be the low bidder), so be sure to have a quote for add-on products included in your proposal.

6) Be sure the technology can run itself

Be aware that a SQL platform is going to require a Database Administrator, have costly licensing issues, and more. This is especially true for lower mid-market companies with few tech-savvy employees. The simpler the technology is, the better. That's why Vertical Development's systems are optimized to handle millions of records, thousands of pages, and hundreds of thousands of interchanges, without the use of proprietary components. Our clients produce all types and sizes of catalogs, from small 32 pagers, to large multi-volume 4,000 page catalogs.

7) Train the users

Find a catalog system provider that will do an on-site installation of the system, make everything work the way **YOU** want it, and will train everyone who's going to use it. A system sent to you on a CD for you to load yourself is unlikely to be an effective solution without the expertise of the company it was purchased from, especially in the first months of use.

8) Get references, and be sure to check them

Don't simply take their word for it. Call the vendor's current customers, not just one or two but as many as possible. Insist on a recent list of clients for whom they've worked during the past year, as well as others who have been using the system for ten years. You'll need the vendor's support at various times during the life of the system, talking to both old and new clients will give you a better idea of how much support they provide to both short and long-term clients. Also, find out if projects were completed on time and within budget, with no excuses for delaying jobs or adding costs.

9) Plan for quick ROI

Midsized companies are breaking projects into smaller, more manageable chunks, and looking for faster ROI. You should be able to justify your **TOTAL** investment within a three-year period. Be sure the proposal includes all functionality you plan on using in the next five years, and only buy the technology you need now.

10) Reach for the sky

Catalog systems should not be purchased to do what you have always been doing. Instead, they should stretch your capabilities, and provide features that you could only dream about before.