



## NEWS RELEASE

### FOR IMMEDIATE RELEASE

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### VERTICAL DEVELOPMENT SPONSORS E-FORUM 2006 IN CHICAGO

DOWNERS GROVE, ILLINOIS – Companies are continuing to see the benefits that technology provides to their businesses and are implementing ACES and PIES at a record pace, as evidenced at the recent Aftermarket eForum in Chicago. Helping companies tackle the challenge are firms like Vertical Development, which specializes in technology solutions specifically designed to meet the aftermarket e-Cat requirements.

“Mapping data and meeting the latest e-Cat requirements may sound like complicated tasks, but in reality, they’re not,” said VDI Vice President Ron Garand. “It all gets down to partnerships. Companies that partner with a database management firm like Vertical Development can implement ACES and PIES in months rather than years,” he added.

As an eForum sponsor, VDI displayed two of their systems at the event – eWebCatalog for creating online catalogs and ShowMeTheParts for generating catalogs in CD format – that are helping distributors, manufacturers and repair facilities get valuable parts information to their customers quickly and economically. “Companies providing ACES and PIES information on their products have a competitive edge over offshore suppliers providing no information at all,” said Garand. “If I had a choice of two parts and the counterperson could electronically display specs, warranty information and features on one item vs. no data on the second item that costs 25% less, I would opt for the first one that I know something about. That’s the power companies get when they implement PIES,” he added.

Garand noted that companies who were hesitant to implement ACES and PIES several years ago are now doing so in record numbers. “With Activant and Wrenthead committed to these industry formats, we have already implemented ACES in about a third of our clients’ systems,” said Garand. “About 25 companies representing hundreds of brands are now implementing ACES as their primary delivery standard.”

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## **Vertical Development Sponsors eForum 2006 in Chicago – Continued**

For more information on the systems and services available from Vertical Development, please call (847) 609-9540, or e-mail [rgarand@verticaldev.com](mailto:rgarand@verticaldev.com). More information can also be obtained by visiting the company's web site at [www.verticaldev.com](http://www.verticaldev.com).

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, and 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. Solutions in place range from small 32-page catalogs to 3,000-page mega-catalogs. Founded in 1983, the company has offices in Downers Grove and Huntley, IL, and Fremont, CA.

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