



## NEWS RELEASE

### FOR IMMEDIATE RELEASE

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### WESTAR INDUSTRIES PARTNERS WITH VERTICAL DEVELOPMENT

DOWNERS GROVE, ILLINOIS – When Westar Industries began searching for a database management firm that could help them export files meeting the latest AAIA e-Cat formats, they wanted more than off-the-shelf programming. What they wanted was a partner – a team that could walk them through the process and provide ongoing technical support. “That’s why we chose Vertical Development,” said Westar Sales Manager Peter Ferber.

Over the past two decades, Westar has established itself as a trusted supplier of engine and transmission mounts, strut mounts, hydraulic mounts, drive shaft center supports and other components to warehouse distributors, retailers and specialty accounts throughout North America. In addition to constantly developing new products, the company takes pride in maintaining high quality standards, using customized software for quick order processing and offering technical backup to customers.

In its search for a database management partner, they ultimately selected Vertical Development, whose attention to detail and technical support mirrors the value-added services that Westar provides to its own customers. “What sold us was VDI’s Vice President, Ron Garand,” said Ferber. “Ron walked us through the e-Publisher catalog management system and explained how VDI’s team could help us meet e-Cat requirements,” said Peter. “We knew right then that we could depend on Vertical Development to help us get where we needed to go.”

Using its e-Publisher software, VDI input electronic files and spreadsheets supplied by Westar, consolidating and linking the data with photos and technical drawings, to create a single relational database consisting of more than 1,960 part numbers and 152,000 applications for import and domestic vehicles. What’s more, e-Publisher’s audit reporting capability allowed Westar to check for inaccuracies, assuring that model years and applications are linked properly.

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## Westar Industries Partners With Vertical Development – Continued

Westar's immediate challenge was providing mapped data on its strut, engine and transmission mounts to Activant and Wrenthead in time for the 2006 AAPEX Show. E-Publisher's unique mapping process helped Westar meet the challenge head-on. "We not only met their deadlines, but we sent our files with confidence," said Ferber, who credits VDI's technical staff for the assistance they provided. "They walked us through the entire process."

"Previous experiences with mapping vendors left us quite skeptical about investing in a software package," added Ferber. "We quickly realized that implementing e-Publisher would help us identify lost sales and profits caused by applications missed during the outside mapping process. Integrating catalog production with mapping assures that every part number in our print publication is available in retailers' e-Cat systems."

Vertical Development's e-Publisher system is ideally suited to all types of companies, especially businesses like Westar. By consolidating part numbers from multiple spreadsheets into a single user interface, they enable companies to map to AAIA standards, generate catalogs in print and on CDs, and offer on-line lookup systems, easily and economically. Solutions in place range from small 32-page catalogs to 3,000-page mega-catalogs.

Westar is now using e-Publisher to produce its upcoming catalog. "I can't say enough about Vertical Development," added Ferber. "They have absolutely surpassed our expectations."

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), 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. Founded in 1983, the company has offices in Downers Grove and Huntley, IL, as well as Fremont, CA.

To find out more about 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).