



NEWS RELEASE

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FROM PRINT TO WEB IN A WEEK WITH E-WEBCATALOG

DOWNERS GROVE, ILLINOIS – Manufacturers can convert print catalogs into online formats – easily, economically – with e-WebCatalog, a powerful content management system from Vertical Development, Inc. As a result, manufacturers can reach a wider audience and be sure that customers always have immediate, 24/7 access to the applications, specifications, technical drawings, product photos and other information found in their print catalogs.

E-WebCatalog uses existing files that have been mapped to Automotive Aftermarket Industry Association (AAIA) requirements. “We transform their data into a high-speed lookup engine, instantaneously providing customers with the latest product applications, specifications and product images,” said VDI Vice President Ron Garand.

Garand noted that e-WebCatalog helps manufacturers meet an important need in the marketplace – making data available to Internet-savvy customers. “By connecting their business with the e-Generation, manufacturers can enhance their corporate image and make new or hard-to-find items immediately available. And that can make a huge impact on sales,” he said.

“Our pick-as-you-go philosophy allows speedy look-up of parts, with product images and specifications displayed only when the user requests them. We can even customize the system so it seamlessly integrates with the manufacturer’s current website and has the same graphics, logos, navigation buttons and background. If manufacturers later decide they want a web storefront, we can help them adapt the system for e-commerce,” he added.

Because e-WebCatalog can be installed on manufacturers’ current computer systems, there are no additional costs for hardware or IT staff. Training is included as part of the installation, assuring that manufacturers are up and running quickly. E-WebCatalog service charges are determined in advance, preventing hidden fees or surprise costs later.

MORE

From Print To Web In A Week With e-WebCatalog – Continued

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, 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 sites at www.verticaldev.com and www.e-WebCatalog.com.

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