

mapping

The shortest distance
between your data
and your customers



Vertical
Development, Inc.

Meet the e-Cat challenge with mapping

Over 70% of the automotive parts sold today involve e-Catalog systems such as Activant, NAPA, Wrenchhead and other proprietary retailer formats. The challenge is supplying updated product information that meets e-Cat requirements, especially for companies without automated catalog management systems.

We have a solution – a modular, mapping only service that lets you meet e-Cat requirements now and gives you the option of automating your catalog as your needs grow. The service enables any company – even those without automated catalog systems – to export the same files used for producing their print catalogs in industry standard formats. It lets you provide electronic product data meeting the latest AAIA ACES and PIES, Activant, CARQUEST.xml, CSK Auto Parts, NAPA, Wrenchhead and other e-Cat formats quickly, easily, economically. What's more, it assures that catalog updates and mapped files are always in sync, so customers always have the most accurate data.

Our mapping service marries perfectly with other electronic publishing systems from Vertical Development, so you can automate your database and publish catalogs in print, online and on CD whenever you're ready by implementing our e-Catalog or e-Publisher system.

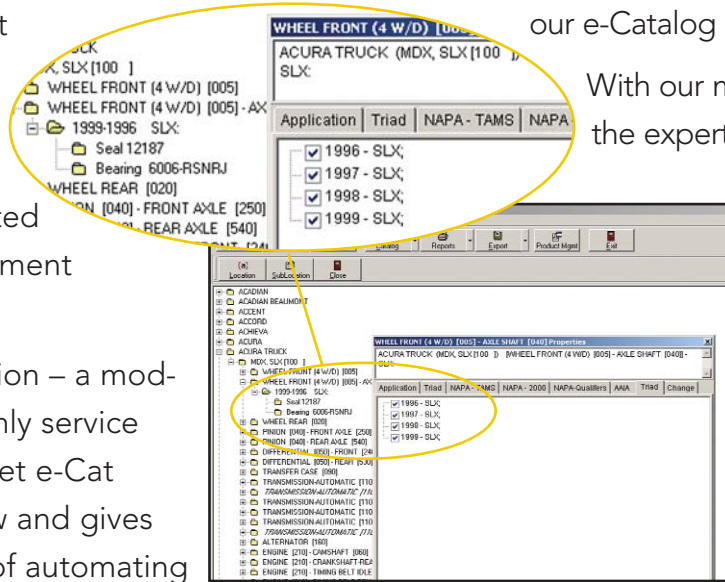
With our mapping service, you also get the expertise of Vertical Development – a team of professionals with over 20 years of experience in database management for the automotive aftermarket. From planning to delivery, we'll work with you one-on-one, giving you mapped files that meet your specs, on time, on budget. And

help you make the transition from a paper-driven to paperless system quickly, effortlessly.

Find out what mapping can do for your company. For a free demonstration, call Ron Garand 1-847-609-9540 or visit www.verticaldev.com.

Vertical Development, Inc.

Regional Sales Office:
11783 Ludbury Ridge
Huntley, IL 60142
(847) 609-9540
rgarand@verticaldev.com



Vertical
Development, Inc.

Database Publishing, e-Business,
Software Development
935 Curtiss Street, Suite 1C
Downers Grove, IL 60515