

CATALOG AND PRODUCT
MANAGEMENT SOLUTIONS
FOR THE AUTOMOTIVE
AFTERMARKET



THE SHORTEST DISTANCE BETWEEN YOUR DATA AND YOUR CUSTOMERS



Vertical
Development, Inc.

Catalog and product management solutions for the automotive aftermarket

The key to staying ahead of your competition is making sure your product information is up-to-date and easily accessible. That's why you need Vertical Development, the leader in catalog and product management solutions for the automotive aftermarket.

Since 1983, we've offered manufacturers and distributors a single repository for managing, mapping and outputting their data. Our e-Catalog and e-Publisher systems support simultaneous publishing to print, web and CD, while our ShowMeTheParts and e-WebCatalog products are dedicated to publishing catalogs on CD and the Web. We also offer data management, as well as mapping services allowing companies without systems to export files in AAIA ACES and PIES, Activant, NAPA, Wrenthead and other retailer formats.

What differentiates VDI's solutions are such timesaving features as multi-year record storage, on-demand pagination, intuitive icons, menu-driven programs and logical sequencing of data. Our highly configurable solutions use a powerful database from Extended Systems, a division of Sybase, requiring little IT support and enabling you to provide data in a common format that can be shared with other departments or tied into external databases. Programming is done with Delphi, for high-performance, highly scaleable applications delivered on time and on budget.

What differentiates our staff is that they are professionals with working knowledge of the aftermarket who understand the challenges you face and provide options for greater flexibility and efficiency. Dedicated to service, they'll deliver an end product that meets your specific needs.

Because our solutions are built on the same platform, you can start with a service such as mapping or data management, move into e-Catalog and then add greater functionality later by implementing e-Publisher. With each, you receive training for you and your staff, and a final bill that matches our original estimate.

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

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