



SAP Most Innovative Company Award awarded to Datatrak (MIIT)

SAP is an important partner to Malta because on the back of its global access, its technology knowledge and its investment in Maltese students, Maltese companies are growing. Minister Austin Gatt said this when he attended the presentation of the Most Innovative Company award from SAP to Datatrak.

According to Augusto Abbarchi, General Manager SAP Italia, Datatrak was awarded this award mainly due “to their international market penetration in the niche areas of geospatial and telematics technologies. The mentality and the process adopted by Datatrak in investing in innovation so as to improve its market position is a process which SAP subscribes to.”

Minister Austin Gatt recalled the fact that one of the first major products of Datatrak and when they started growing in geo-location software was for the Government of Malta: the local enforcement system. The Government then (as now) did not try to develop the system in-house but bought it from a private supplier. The company bid for it and did it.

The company eventually continued to expand, penetrated European markets, gained new expertise and made the UK market its second home and is now expanding in Italy, Spain and France. It has offices in Malta, the UK and Italy and currently employs over 60 people.

Mr Joe Fenech Conti, datatrak’s Group CEO received the award on behalf of the Company and after thanking datatrak’s staff for their contribution, commented that receiving a prestigious award from a world leader such as SAP, is considered by Datatrak as a recognition that we are on the right track. We take pride in our innovative flair which we have channelled into producing solutions that succeed in the market place. Our ethos is to produce real-world solutions that work, providing rapid ROI to our customers allowing us to improve our market share. This will in turn allow us to tap improved financial resources to fuel further research and development and give our customers even more innovative products in the future.

We also realised that our innovative solutions such as DispatchIT, (our Fleet, Dispatch and Job Process Solution), together with RouteIT (one of the few route optimisation solutions on the market that really work for business organisations) should integrate seamlessly with existing back-office solutions in order to yield the best possible synergies to our mutual customers. Therefore we have placed considerable effort in ensuring that our solutions have extensive interoperability with ERPs such as SAP.

The Vertical Strategic Alliance between the Maltese Government and SAP is a 3 year agreement with two main objectives. The first is to provide education on SAPs software at the various education institutions, secondly to help the local SME industry to advance further.

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