

Datatrak Opens Regional Sales Office for Italy, Spain and France

As part of its aggressive international business development strategy, Datatrak Solutions Ltd opened a Regional Sales Office for Italy, Spain and France in October. Located in Rome, the Regional Sales Office will augment Datatraks existing sales channel network, which already includes the consolidated UK sales force.

Datatraks office in Rome will be headed by Mr Damiano Sabatino, an Electronics Engineering graduate from the University of Rome, who brings with him a wealth of experience in international sales and marketing, coupled with over 18 years of active involvement in the telecommunications and consulting industries.

Mr Sabatino will lead Datatraks intensive market penetration exercise for the region where Datatrak Solutions Ltd is aiming at increasing its channel partnership network, which provide full geographical and industry coverage for the three countries.

Datatraks fleet management and dispatch solution, DispatchIT already has a very strong client base in the UK, and has recently been localized in Italian in order to increase its marketability in Italy. DispatchIT is currently also being localised in French and Spanish. Through the setting up of the Rome based office, Datatrak Solutions Ltd now has a physical presence on the continent, thus making direct contact with the Company more accessible to its channel partnership network and client base.

In a company statement, Datatrak Chief Officer for Strategy and Business Development, Mr Reuben Portanier said that, Datatrak Solutions Ltd is experiencing a very rapid growth in terms of client base, channel partners and HR complement. We have various interesting business transactions coming up in Italy, Spain and France which encouraged us not only to localise our solutions, but which required a dedicated regional attention in order to cope with our business leads. The opening of the Rome based office already saw the appointment of ValueSelling S.R.L as one of its sales agents.

Commenting on the Italian, French and Spanish fleet management and logistics market, Mr Sabatino remarked that although these markets are not as mature as the UK market, the potential for growth is extremely high. Mr Sabatino added that, Datatraks solutions are adequately pitched in terms of price, quality and functionality for the region and that the various channel partnership agreements are already in advanced stages, which augurs for a bright future.

Mr Joe Fenech Conti, Group CEO affirmed that, the setting up of a regional office for Datatrak Solutions Ltd and the coming onboard of Damiano Sabatino is an important milestone in the implementation of the Companys growth strategy which will play a key role in the realisation of the business leads originating from the region. Datatrak Solutions Ltd is a leading, fast moving, energetic and ground breaking Company in the fields of Fleet Management, Fleet Tracking, Logistics and Geographical Information Systems. Datatrak Solutions Ltd is a subsidiary of Datatrak Holdings plc.