

Datatrak IT Services launches web-based Mobile Asset Tracking and Management Information System in the UK

Shortly after last November's launch of WebTrak in Malta, datatrak IT services Ltd have worked very closely with the fleet solutions division of Siemens VDO Trading to develop a similar system for use in the UK market. datatrak IT services Ltd are proud to announce that this product is now ready – Datatrak Online Mobile Asset Tracking and Management Information System.

Datatrak Online is an internet browser-based system allowing customers to access location data of their mobile assets from any Internet ready computer, anywhere and anytime. Mobile asset (fleet or single) movements are monitored in real-time to authorised users via secure authenticated access to the Datatrak Online website. Datatrak Online provides tracking services covering the European Market, it is completely based on open standards and has a built-in messaging system for bidirectional communications between authorized users and mobile assets.

Mr Roland Scerri, Product Manager for the UK Market, said "the system has been designed with the end user in mind - ease of use, totally independent of computer operating systems, no software installation required, and most importantly accessible from any computer on the world wide web. Customers who are capable of using the Internet will find that Datatrak Online is easy to use."

Mr Jean Galea Souchet, Marketing Manager, added "Datatrak Online is the ultimate in Mobile Asset Management Information Solutions, offering operations management the necessary tools required to control operational expenses and accountability, maximise productivity and resource efficiency, together with prolonging the life cycle of mobile assets."

Mr Joe Fenech Conti, CEO datatrak IT services Ltd, said "we are particularly pleased to have developed Datatrak Online as it has, yet again, placed our company in a position to compete in the larger international markets. The first UK customers are lined up and the prospects are looking very positive. Our strategic decision to invest in the right technology and in our talented team ensures that we continue to offer leading ASP (Application Service Providers) based services in the Mobile Asset Management Information Systems. Datatrak Online is the basis for a number of comprehensive bespoke customer solutions. Proposals made over the last month since the system was finalized range from a small service management company to a large plc. I am confident that this strategy will result in significant project and annual revenues for datatrak IT services Ltd"

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