



Press Release

## **Datatrak named the Most Innovative Maltese Company by SAP**

SAP, the world's largest business software company and the world's third-largest independent software provider identified datatrak as the most innovative Maltese company in 2006.

SAP places a particular focus on innovation and research to ensure its position as a technology leader. It has a division, SAP Research, whose sole brief is to introduce new ideas for future solutions. This strong belief in innovation and creativity pushes SAP to be constantly on the lookout for companies that are at the forefront of providing exciting new solutions.

The Government of Malta has recognized the crucial importance of Innovation and Research as manifested in its National Strategy for ICT. This convergence in strategy between SAP and Malta vindicates the country's direction of promoting innovation. It has targeted Research and Innovation as being critical for the future of Maltese industry, especially in the ICT field.

Such a parallelism, together with its Vertical Strategic Partnership with the Government, has encouraged SAP to launch an annual award aimed at rewarding Maltese companies who clearly demonstrate a high degree of innovation in their field.

The adjudicating board assessed a number of companies, drawing up a shortlist before finally deciding to award datatrak. Datatrak thus becomes the first recipient of the prestigious SAP Most Innovative Maltese Company Award for 2006.

Mr Augusto Abbarchi, General Manager SAP Italia remarked that: "the choice fell on Datatrak 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 and exploiting its fleet management and mobile solutions expertise, is a process to which SAP subscribes to as this is what makes SAP so successful."

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 SAP Annual Award for the Most Innovative Maltese Company is part of SAP's commitment in Malta and part the Vertical Strategic Alliance (VSA) signed last year with the Maltese Government and the Ministry for Industry, Investments and Information Technology (MIIT). SAP's VSA with MIIT is a 3 year agreement with two main objectives: firstly to provide Education on SAP's software (Business One and SAP ERP) through Malta's training and academic institutions such as the University of Malta and MCAST and secondly to help the local SME Industry to advance further.

SAP also established two local partners being EnterpriseSAP and Total ERP Solutions that in accordance with the VSA, are now providing and developing SAP's suite of solutions on the Maltese market.

Present during the award ceremony was the Minister for Investments, Industry and Information Technology, Dr Austin Gatt.

Datatrak is a leading, fast moving, energetic and ground breaking Company in the fields of Fleet Management, Fleet Tracking, Logistics and Geographical Information Systems. Datatrak Holdings Plc is quoted on the Alternative Company Listing of the Malta Stock Exchange and has offices in Malta, the UK and Italy, with an HR complement of over 60.

11 December 2006