Datatrak rewarded for innovation

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SAP is an important partner for Malta because Maltese companies are growing thanks to its global access, its technology knowledge and its investment in Maltese students according to IT Minister Austin Gatt.
He was speaking during a ceremony during which SAP presented its Most Innovative Company award to Datatrak.

Augusto Abbarchi, general manager SAP Italia, said Datatrak was given the award mainly due „to their international market penetration in the niche areas of geospatial and telematics technologies". He said SAP subscribes to the mentality and the process adopted by Datatrak in investing in innovation so as to improve its market position.

Dr Gatt recalled one of Datatrak's first major products was for the Maltese government - the local enforcement system. The government, he said, did not try to develop the system in-house but bought it from a private supplier.

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 employs over 60 people.

Joe Fenech Conti, Datatrak Group CEO, received the award on behalf of the company and said that such 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 return on investment 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," Mr Fenech Conti said.

The Maltese government and SAP have a three-year Vertical Strategic Alliance with two main objectives. The first is to provide education on SAPs software at various education institutions, and the second is to help the local SME industry to advance further.