

## Datatrak awarded as 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.

A SAP 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.*

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