

Datatrak-Siemens alliance renewed

The Business Times, Times of Malta, 7th December 2006

Datatrak Solutions Ltd has reached an agreement with Siemens VDO in late October 2006. The new exclusivity sales agency partnership agreement with Siemens VDO in the UK, will see the sales of Datatrak Online to Siemens VDO existing and prospective clients in the United Kingdom.

The marketing strategic alliance which has been in effect since 2003 and which has just been re-confirmed, will position Datatrak as the leading Siemens partner in the UK for fleet management, with an increase in coverage of its contracted UK fleet using Datatrak Online. To date, most commercial vehicles using the Siemens network are equipped with datatrak's tracking and fleet management solutions. The coverage will increase by 85 per cent by the end of 2007 .

Reuben Portanier, Datatrak's Chief Officer for Strategy and Business Development said that the renewal of this strategic alliance will see Datatrak increase its already important market share in the UK. „This partnership will also give our clients the opportunity to not only enjoy the benefits of our Datatrak Online fleet tracking solution, but will also give Siemens clients the opportunity to improve their logistics and fleet management processes through our flagship solution, DispatchIT.“

Chief Operating Officer Paul Borg Costanzi said that Datatrak Online was one of the company's consolidated solutions, which apart from offering cutting edge vehicle tracking facilities, was also an easy to use, no nonsense solution which had not only attracted end users but was seen by Siemens as the best tracking solution to offer to its clients.“

Chief executive officer Joe Fenech Conti said this was a vote of confidence from a leading multinational such as Siemens in the solutions delivered by datatrak.

He thanked all the members of staff for their efforts.

