

PRESS INFORMATION

Ledbury, England. 10 November 2008

eircom becomes the first West Trax client in Ireland

With the delivery of a KPI Scan analysis of their SAP system, eircom recently became the first West Trax client in Ireland. eircom is Ireland's leading telecommunications supplier, supplying solutions for consumer, small / medium business, large business, corporate, government and wholesale customers by providing voice, data and internet services across Ireland.

The performance of the eircom group over the financial year ending 30th June 2008 has been strong. Revenue was up 4% at €2.06bn and adjusted EBITDA was €698 million, an increase of 8% on last year. eircom's success is built on their advanced digital network, customer service, partnerships and value for money. Cost control is a high priority.

eircom has been a SAP user since 1998 and is reviewing its SAP system as part of a plan to consolidate IT systems. eircom was interested in cost savings, particularly savings which would offset the cost of upgrading to ERP6.0 and in improving performance for end users.

West Trax met with Gerry Quinn, eircom IT Director and his SAP team in February to discuss their needs prior to presenting a proposal of work. As a result eircom agreed to engage West Trax to run a KPI Scan[®] on its SAP system as a first step to providing a complete solution.

West Trax analysed eircom's SAP system using its certified KPI Scan[®] methodology which identified all relevant financial, performance and quality benefits available to eircom. Recommended action plans, allied cost/benefit analysis and concise implementation strategies were provided.

The eircom system is heavily customised with a high proportion of unused custom code and some performance problems. The West Trax KPI Optimiser[®] addresses these issues and is expected to deliver significant savings as well as identifying areas for performance improvement. For eircom, the anticipated savings would be achieved in the context of a SAP ERP upgrade and could equate to as much as 25% of the upgrade cost.

West Trax results across a range of industries indicate that implementing a KPI Optimiser[®] analysis will reduce SAP ERP6 upgrade project duration by up to 40% and project costs by up to 25% helping eircom to take the next step.

Fergal Ryan, Software Release Manager for eircom was very pleased with the comprehensive analysis in the KPI Scan[®] report and the subsequent question and answer session during its formal presentation. eircom is now reviewing the next steps internally and with SAP.

About West Trax

West Trax is a service provider delivering management consulting and IT consulting services. Founded in 2003, the company combines many years of international experience in the professional services business with state-of-the-art technology.

With KPI Scan[®], KPI Optimiser[®], KPI QA[®] and Benchmark Express[®], West Trax offers solutions that help to increase the effectiveness and efficiency of corporate processes and the performance of IT infrastructures. West Trax focuses on global SAP system optimisation. More detailed information can be found at www.westtrax.com.

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