



## **NEWS RELEASE**

### **West Trax Named "Cool Vendor" by Leading Analyst Firm**

#### **Vendors selected for the "Cool Vendor" report are innovative, impactful and intriguing**

Ledbury, England and Hahnstätten, Germany. 31 March 2010. West Trax International, a leading provider of SAP optimisation services, today announced it has been included in the list of "Cool Vendors" in the "Cool Vendors in the SAP Ecosystem 2010" research report by Thomas Otter published by Gartner, Inc.

"We consider our inclusion in the Cool Vendor report by Gartner confirmation of our mission to enable SAP Users to optimise their systems, improve their ROI, and establish a methodology for continuous improvement," said David Long, CEO of West Trax in Northern Europe. "We have now completed over 1000 analyses of SAP operational systems, mostly for our clients in Europe. This experience has provided a unique set of benchmarks for clients to manage and improve their SAP operations in the areas of cost, productivity, performance and quality. Using KPI's to compare their own systems with their peers and best performers, our clients are becoming recognized as leaders in the SAP User community".

West Trax CTO, Diana Bohr added "We will continue to develop our KPI methodology and toolset technologies to provide much needed metrics for managements to measure their SAP return on investment and support costs, and tackle major system life-cycle events with confidence. We also plan to take our technologies beyond SAP with services to embrace other business critical information applications".

Gartner clients can read the full report at -

[http://www.gartner.com/DisplayDocument?id=1332119&ref=g\\_fromdoc](http://www.gartner.com/DisplayDocument?id=1332119&ref=g_fromdoc)

- End of News Release -



## **Cool Vendor Disclaimer**

### About Gartner's Cool Vendors Selection Process

Gartner's listing does not constitute an exhaustive list of vendors in any given technology area, but rather is designed to highlight interesting, new and innovative vendors, products and services. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness of a particular purpose.

Gartner defines a cool vendor as a company that offers technologies or solutions that are: Innovative, enable users to do things they couldn't do before; Impactful, have, or will have, business impact (not just technology for the sake of technology); Intriguing, have caught Gartner's interest or curiosity in approximately the past six months.

### ***Information for Editors - 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 of corporate processes and the performance of IT infrastructures. West Trax today focuses on SAP system optimization.

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