
PRESS INFORMATION

Hahnstaetten, Germany, 2. April 2007

West Trax Expands Business Activities into Benelux, France and Southern Europe

West Trax, an international provider of analysis and optimisation methodologies for SAP systems, continues its expansion into international markets. With immediate effect, Johan Conix, Gartner's former Vice President Executive Programs, will represent West Trax as Sales Director in Belgium, the Netherlands, Luxembourg, France and also Spain, Portugal and Italy; he will be in charge of the overall West Trax portfolio (KPI Scan, KPI Optimiser, KPI QA, Benchmark Express) to provide added value to SAP users through local consulting and fast analysis services.

West Trax, a management and IT consulting firm based in Hahnstaetten, Germany, will expand its service offering of analysis and optimisation methodologies to also address neighbouring countries. With immediate effect, Johan Conix, who is in fluent command of the French, English and Flemish languages, will represent the whole West Trax portfolio in the Netherlands, Belgium, Luxembourg, France and also Spain, Portugal and Italy. Prior to joining West Trax, Conix held the position of Vice President Executive Programs for Gartner Group, a market research company. Before, he worked as CIO for various international companies, where he was in charge of defining and implementing IT standardisation concepts and of implementing IT solutions.

„With Johan Conix, we have recruited a highly competent senior consultant,“ says Emil Bohr, CEO of West Trax. “With his long years of CIO experience, he is very familiar with current pain points.”

„Our local presence allows us to provide a much better and faster service to SAP users in mid-sized businesses as well as large enterprises“, says Conix.

„We don't want to lose any time when informing CIOs on how they can benefit

from a KPI scan (Key Performance Indicator) to provide them with a valuable decision-making tool."

With the KPI Scan, KPI Optimiser and KPI QA tools, companies may achieve cost savings of hundreds of thousands of Euro. A study conducted in 2006 by West Trax provides an impressive proof of these cost-saving potentials. More than 500 KPI analyses revealed that 98 percent of SAP systems have major improvement potentials. "This result should provide ample food for thought to all users, in particular in cases, where no exact information on the system's state is available", explains Emil Bohr.

Outside of Germany, several thousands of SAP systems are deployed. For Diana Bohr, Chief Technology Officer at West Trax, it is rather obvious that these systems, too, bear enormous cost saving potentials. "Based on our experience with German systems and first analyses conducted in France and Spain, we expect the savings potentials to be in the six- to seven-digit range", says the expert.

Pictures: The biographies of Diana and Emil Bohr as well as Johan Conix can be found under the following links:

http://www.westtrax.de/Bios/bio_dbohr.zip

http://www.westtrax.de/Bios/bio_ebohr.zip

http://www.westtrax.de/Bios/bio_jconix.zip

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 experiences 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 efficiency of corporate processes and the performance of IT infrastructures. West Trax focuses on global SAP system optimization. More detailed information can be found under www.westtrax.com.

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