

# Successful Partnership between ORTEC and Bitmakers



ORTEC and Bitmakers, a leading Spanish technology solutions provider, have recently formed a strategic partnership. The partnership has already turned out to be quite successful, with a growing number of Spanish customers like Repsol, Unilever, Arbora & Ausonia and Vallcompanys, who already benefit from the ORTEC software and extensive knowledge and experience of Bitmakers.

## Powerful

Bitmakers resells ORTEC's Vehicle Routing and Dispatch, Pallet and Load building and Field Service Planning solutions on the Spanish market. Bitmakers Commercial Director Xavier Pey states: "ORTEC provides us with a functional, innovative and best-of-breed advanced planning and scheduling solution suite, plus the level of support we need to satisfy our customers. This partnership is very powerful, and it will help our customers to optimize their resource utilization and transportation order management, to gain fleet control and ensure follow-up, to optimize their loading units and to help them integrate mobile devices with other equipment."

## Well-aligned Partnership

"As ORTEC continues its global expansion, we are focused on building upon and investing in our existing partner network, together with the creation of new channels to go to market", adds Michael Oskam, ORTEC Director of Partners and Alliances. "We are very pleased with this partnership. By joining forces we now have access to an established network of potential customers and partners in Spain. The ORTEC-Bitmakers combination is a formula for success. Bitmakers is already expanding its sales and marketing staff as well as its technical and development resources, to ensure the ability to deal with the expected growth. I have no doubt that our partnership will be of great value to our customers." ■

