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“OUR VISION CONSISTS OF IMPROVING PEOPLE’S QUALITY OF LIFE THROUGH MORE EFFICIENT, SUSTAINABLE AND COMFORTABLE MOVEMENT.”

What has joining a Group like Irizar meant to Datik?

Datik was founded in 2008 as the entrepreneurship project of two young and ambitious engineers. Despite having a clear vision of the future and solid technical knowledge, experience of the market and brand solvency were two factors that limited our company’s growth.

As a world leader in bus and coach manufacture, Irizar has principally provided Datik with backing. The Irizar name is identified with terms such as reliability, high quality service and solvency. This was exactly what Datik needed to take off.

What can a company that manufactures buses and coaches offer you?

To develop the technological solutions we provide, Datik needs to have constant access to vehicles’ internal equipment. So now we have greater access to detailed information and vehicles’ subsystems to be able to test our actual prototypes.

Furthermore, thanks to Irizar’s sales network, we can learn about operators’ requirements first hand and develop solutions that are better adapted to users’ needs.

Has Datik’s situation changed significantly? What was the old Datik like in comparison with now?

Datik was created as an aspirational project. The beginning is always difficult and there are many challenges to overcome.

Today, Datik has become a solvent company with big future prospects, a company that has started to expand and be recognised in its areas of operation, capable of providing clients with satisfactory and competitive solutions.

What does Datik offer?

Datik is a young company that has been digital from the start. It is constantly exploring new technologies, new trends, new challenges. The internet is an obvious example of the new reality and the opportunities that are opening up for companies which they should take advantage of. In Datik, Irizar saw a young company with great potential for growth that can provide a large amount of knowledge in terms of information and telecommunication technology.

The concept of the connected vehicle (a trend that is already taking shape in the automobile sector) that is not just a variation on the Internet of Things, and intelligent management systems are two fields in which Datik can provide solutions.



What projects are you immersed in ? What sectors of activity?

Datik develops ITS (Intelligent Transport Systems). Solutions that apply ICT to the transport sector. We think this activity unquestionably has great possibilities for improvement with respect to today's reality, and for this reason our vision consists of improving people's quality of life through more efficient, sustainable and comfortable mobility.

Today, we are predominantly focused on collective road transport (buses and coaches) and rail (suburban trains, trams, metro).

Furthermore, we have a third group of projects for public administrations that we group under the concept of citizen mobility. These projects aim to improve people's mobility, whether by improving access to public transport information, or encouraging people to share cars or use buses and coaches, thereby saving a large part of the cost involved in specific journeys.

How do you plan to face the future?

The 2012 financial year has so far been very intense with regard to sales trips, project development and the creation of new solutions. We are enjoying spectacular growth.

We hope that in 2013 we can continue this level of growth, with new national and international clients, and interesting projects that solve real problems. Our challenge is also to generate more employment and to continue to strengthen the Datik brand.

