

MEDIA RELEASE

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Directed Technologies scoops bronze at prestigious AFR Most Innovative Companies Awards

Australian connected tech company, Directed Technologies, has been recognised as one of the top three leaders in Technology at the annual AFR Most Innovative Companies awards that were held in Sydney last night.

The tech company scooped bronze in the 'Technology' category thanks to its innovative solution called 'e.things' – a cloud-based platform that leverages IoT, AI and telemetry for better visibility of connected devices, and allows organisations to control their daily business operations under a unified data view.

Directed Technologies innovative automotive solutions are found in more than 2,500 vehicle fleets globally, including leading global automotive brands such as Mercedes-Benz trucks, HINO, FUSO, MACK, Kenworth and DAF.

Brent Stafford, Executive Director of Directed Technologies, said: "We're delighted to be recognised as one of the most innovative companies in Australia and to win bronze in the 'Technology' category.

"Our customers challenged us to find a solution to overcome the barrier of the wider adoption of connected vehicle and IoT solutions. e.things provides a common user experience for visualising and analysing data independent of the device, object or system generating the data. This is implemented in a true enterprise manner with inbuilt secure rights-based data access.

"We're passionate about the innovative solutions we are continuing to develop, validate and deploy. This is a breakthrough capability that we are expanding into new markets globally."

Directed Technologies has deployed its services into 22 countries, including Australia, New Zealand, Japan, South Korea, Thailand and South Africa. The business continues to experience accelerated growth as a result of its regional expansion with further growth expected as it pursues a broader entry into automotive market global supply chains.

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