

Severa unveils Next-Gen SaaS application that manages sales, projects, time and billing

Severa 3 simplifies customer and project management, tracks work-time, automates billing and eliminates revenue leakage

HELSINKI, Finland – April 21, 2009 – Severa Corporation, Red Herring Global 2008 Winner, today announced the launch of Severa 3 – a SaaS-based online application for managing customers, projects, time and billing for professional services.

Designed from the ground up and built upon customer feedback, Severa 3 targets professional services organizations in the fields of advertising, architecture, engineering, IT services, management consulting, legal and marketing/public relations.

Based on Web 2.0 technology, Severa 3 represents the next generation of project management applications delivered through so-called cloud computing.

Of most concern to SMBs, Severa is easy to learn and can be implemented in a matter of minutes for any size business organization. Additionally, Severa requires no hardware upgrades, IT personnel involvement or investment into additional software.

“Severa 3 was developed with one objective in mind – to manage the whole process from project sales to billing in a single system,” said Jari Kärkkäinen, CTO of Severa. “We achieved this by letting our existing customers help with the R&D process. By listening to their concerns, we developed a bleeding-edge SaaS application that automates tedious manual processes, minimizes human errors and puts a stop to runaway revenue leakage.”

Severa 3 features an intuitive user interface that requires a minimal learning curve. Its revolutionary one click methodology allows single-click access to the most commonly-used functions such as adding customers, entering work hours or running reports. This saves a lot of time since now employees can perform their daily routines with ease.

“We know the pains of professional service organizations in optimizing resources, managing projects, tracking work hours and creating project invoices. Severa helps with automation and gives a clear and accurate picture of the state of business in real-time,” said Severa CEO Ari-Pekka Salovaara. “Severa 3 is offered free of charge for the first user of any organization. We are confident businesses will quickly appreciate the value of this indispensable tool and become inseparable from it.”

To experience Severa 3, register your first user free of charge at www.severa.com

About Severa

Severa Corporation is a leading provider of SaaS-based professional services automation designed to take the pain out of project management for small to medium sized businesses. Severa 3 is offered as an online application that reduces implementation time and is fully customizable to fit into various verticals including design agencies, IT consulting, law firms, engineering houses and architecture firms. Severa's transparency into project data helps communicate business objectives, optimize resource allocation and reduce revenue leakage. Severa has received the Red Herring Global 2008 Winner Award. For more information on Severa Corporation visit www.severa.com.

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