

PM WORLD TODAY – REGIONAL REPORT – FINLAND

**Project Management Update from Finland**

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Introduction

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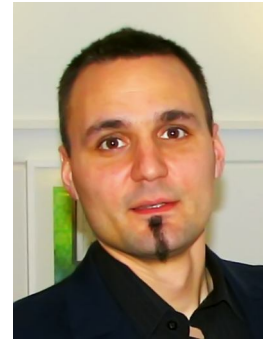
- Punkhelsinki selects Severa 3 for project management and PSA system
- Severa showcases next-generation project management application at Project Challenge Expo 2009 in London, UK

Punkhelsinki selects Severa 3 for project management and PSA system

Advertising agency **Punkhelsinki**, based in Helsinki, Finland, has selected **Severa 3** system, supplied by **Severa Corporation**, a developer of leading project management tools for professional services automation (PSA), to ensure efficient accounting, more accurate project billing, and project management best practices.

Punkhelsinki is a new wave advertising agency. The company provides marketing and design services to companies that want to question traditional marketing and challenge their market position. Before Severa 3 implementation, Punkhelsinki didn't have a system to monitor working hours for CRM, billing and project management. Previously, the agency had used Excel spreadsheets to enter project work time, from which information was compiled for customer billing.

"Implementing a PSA system brought a major improvement for the agency's daily workflow" comments Punkhelsinki CEO **Jan Schaper**. "Still, a PSA system does not remove the fact, that project management needs a lot of skill and experience in combining the needs and time the customer provides you, and on the other hand, the recourses you have. And further, the person in charge needs a great portion of vision and understanding of this immaterial business in order to achieve effective results. Every time. A great PSA system, such as Severa 3 adds a lot in managing these projects and keeping them right on track". (photo courtesy Jan Schaper)



"We jumped from Excel directly to the space age with the Severa PSA system." Mr Schaper continues. "Severa 3 was not the only PSA service that Punkhelsinki evaluated. "Severa's highly developed and user friendly UI and layout concept convinced us that it was the best service for us," said Schaper. "Two of our employees are currently using Severa but we are aiming to have all our employees switch to the system by the end of the year."

Mr Schaper has already seen the benefits a single system can have on all office routines. "We can now perform all our actions via Internet and automatically by entering only one parameter." He is also content that Severa enables the monitoring of sales and customer billing regardless of time and place: "Severa enables its customers to manage customers, projects, work time and billing easily and efficiently with one system. Severa users are professional services organizations in the fields of advertising, management consulting, architecture, engineering and IT services." Mr Schaper can be contacted at jan@punkhelsinki.fi. For further information please navigate to www.punkhelsinki.fi.

Severa showcases next-generation project management application at Project Challenge Expo 2009 in London, UK

Severa Corporation, a leading provider of professional services automation and project management tools in Scandinavia, will be presenting PSA solution **Severa 3** at the **Project Challenge Expo** in London, UK, September 30th - October 1st 2009.

Severa 3 is a web-based tool that helps professional service organizations manage customers, projects, time and billing in a single application. The largest users include advertising agencies, IT and business consulting firms, law firms, engineering houses and architect offices.

Severa 3 is available online for any business organization to register and use immediately at no cost. Severa free user account has no feature limitations and enjoys an intuitive user interface with a minimal learning curve. The revolutionary one-click method provides instant access to the most frequently used functions such as adding customers, entering work hours or running reports.

Mr **Ari-Pekka Salovaara**, Severa Corporation CEO, says *Severa 3 was launched in April 2009 following the great success of Severa 2. Since then we have over 5,000 users in more than 90 countries. We will be showcasing Severa 3 at the Project Challenge Expo. We aim to strengthen our hold on the UK market, where over 300 organizations are already experiencing the benefits of using Severa 3.* Mr Salovaara can be contacted at Ari-Pekka.Salovaara@severa.com . (photo courtesy Severa Corporation)



According to a recent customer survey, 77% of Severa customers attain more efficient invoicing and 71% produce more effective reporting by using Severa. Likewise, Severa transparency with project data helps customers communicate business objectives, optimize resource allocation and reduce revenue leakage.

Since its founding in 2004, Severa has been recognized as one of the most promising IT companies in Scandinavia. In 2008, Severa received the Red Herring Global Winner Award. At the Sixth Annual International Business Awards in 2009, Severa 3 was a finalist in the “Best New Product or Service in Computer Software” category. Severa was also honored as a “Most Innovative Company of the Year in Europe” finalist at the 2009 International Business Awards. For further information please navigate to www.severa.com .

About the Author:***Jouko Vaskimo****Author*

Jouko Vaskimo is Projects Director at Ixonos PLC, a major Finnish IT consultancy. Jouko is also an International Correspondent for PMForum and *PM World Today* in Finland. Mr. Vaskimo graduated from Helsinki University of Technology in 1992. Since then he has held project and PM related assignments with increasing levels for responsibility at Sinebrychoff, the oldest brewery in Scandinavia; Kemira Engineering Ltd, a major chemicals company; DNA Finland Ltd, a major Finnish mobile phone operator; and for Nokia. At Ixonos PLC since 2006, Jouko is responsible for project management methodology and competence development within the Ixonos group and at Ixonos clients. Jouko holds the IPMA Level C (Project Manager) and Level B (Senior PM) certificates and is an IPMA assessor for Project Management Association Finland (PMAF). He is a member of the PMAF Board of Directors and a founding member of PMI Finland Chapter. He received the PMP certificate in 2003. Since October 2007, Jouko has been head of the Finnish delegation to ISO for creation of the new ISO 21 500: Project Management: Guide to project management – standard. Jouko resides in Helsinki, Finland and can be contacted at [jouko.vaskimo“at”ixonos.com](mailto:jouko.vaskimo@ixonos.com). Additional information about Jouko Vaskimo can be found at <http://www.pmforum.org/pm%20forum%20team/index.htm>.