

PM WORLD TODAY – REGIONAL REPORT – FINLAND

**Project Management Update from Finland**

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Introduction

This report includes the following topics:

- Severa launched industry expert webinar series for professional services organizations software
- Sari Vesiluoma defended her doctoral dissertation on software projects

Severa launched industry expert webinar series for professional services organizations software

Severa Corporation, a leading provider of professional services automation and project management tools in Scandinavia, has announced their Industry Expert Webinar series. Webinar participants will learn best practices for business management, ways to improve project success and how to increase profitability. Registration is free and open to Severa users and guests alike. The first webinar series on industry best practices took place on 1st ... 3rd December 2009.

"With a successful track record and over 5 years in business automation, we are in a vital position to understand the issues faced by professional services organizations today," stated Mr **Zaki Usman**, Director of Marketing at Severa Corp, "We want to share this knowledge with C-level execs and managers who need to



balance their resources with projects and tasks. We are confident our webinars will provide an important platform for the industry to engage in and discuss the issues of business automation." (photo courtesy Severa Corporation)

Key metrics for Professional Services Organizations webinar opened the series on 1st December 2009. The 20 minute webinar explained performance metrics, how to forecast sales, increase profitability and reduce lost projects. The objective of the webinar was to help managers get an overall picture of their business's health and clarify how to analyze areas of concern.

The second webinar took place on 2nd December 2009. *Severa 3 for Projects, CRM and Invoicing* focuses on the benefits of automating business operations with Severa 3. As a single online application, Severa 3 integrates CRM, project management, time tracking and invoicing.

The last webinar, entitled *Deliver more projects with lower costs*, completed the series on 3rd December 2009. Severa shared tips on how to optimize resources and minimize errors in order to deliver projects on time and under budget.

Further webinars will be announced at the Severa web site at www.severa.com .

Sari Vesiluoma defended her doctoral dissertation on software projects

Licentiate of Philosophy **Sari Vesiluoma** publicly defended her doctoral dissertation **Understanding and Supporting Knowledge Sharing in Software Engineering** on 27th November 2009 at **Tampere University of Technology** at Tampere, Finland. Professor **Markku Tukiainen** from the University of Joensuu, Finland and professor **Paris Avgeriou** from the University of Groningen, The Netherlands were the opponents. Professor **Kai Koskimies** from the Tampere University of Technology, Department of Software Systems was the custos.

In software projects the problems often appear to relate to different interfaces between people. As software is getting more and more complex, more and more people are required for implementation, which leads into increasing number of human interfaces. Unfortunately software project implementation is often hindered by the fact that important knowledge does not transfer from one person to the other.

"The communication of software requirements from the customer to the project team, and within the project team can be challenging. Part of the problem can be caused by human factors: In a hurry the project manager can forget to tell a member of the project team about an approved change, which can influence



project team activities considerably”, characterizes Mrs Vesiluoma. She demonstrates in her dissertation methods for understanding and supporting knowledge sharing in software projects. Mrs Vesiluoma works as CIO at the **Southern Ostrobothnia Hospital District** (Etelä-Pohjanmaan Sairaanhoidopiiri). (photo courtesy Sari Vesiluoma & Studio Awatar Oy)

The dissertation topic originates from her professional experience: “I have been controlling and monitoring software projects in industry and public sector. In practical work I got the feeling that the problems in projects are often due to knowledge not having been transferred as it should have been. The same problems kept repeating. It was getting frustrating to go over the same issues continuously with different people” Mrs Vesiluoma explains. She started thinking whether these issues could be introduced and transferred in a project by some other means than telling each person individually.

In her dissertation Mrs Vesiluoma has covered different aspects of knowledge sharing, such as in between people within a project, in between projects in an organization, in between a project and line organization and in between organizations. There is a special emphasis in analyzing the interface between a supplier and a customer. “Added value is gained, as it is possible to create the big picture for the people in a software project and the important components therein especially from the knowledge sharing point of view.”

Following Mrs Vesiluoma’s dissertation a framework was introduced, which can clarify current status and problems of organizational knowledge sharing. Additionally she introduces a collection of practices, which can support the solving and prevention of individual knowledge sharing problems. “There will always be challenges, but the number thereof can be reduced and at the same time the productivity of projects can be improved”, Mrs Vesiluoma believes.

Mrs Vesiluoma’s dissertation is available as a pdf file at <http://dspace.cc.tut.fi/dpub/bitstream/handle/123456789/6174/vesiluoma.pdf?sequence=3> .

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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>.