

## Direxon chooses Severa 3 for better project and customer relationship management

*Using Severa, companies develop better business processes due to improved reporting techniques*

NEW YORK, NY – September 30, 2009 – Severa Corporation, a leader in the development of professional services automation (PSA) solutions, announced today that Helsinki-based IT services company Direxon selected Severa 3 to enhance its accounting, project management, customer relationship management (CRM) and resourcing procedures. Additionally, Severa helps communicate business objectives, optimize resource allocation and reduce unwanted revenue leakage.

Direxon is an industry expert in the field of identity-based security and network services. They help customers plan, develop and implement identity management processes. As a result, Direxon's customers get documented security improvements that enable closer business relations with their clients and partners, and better performance for their mobile users.

Initially, the need for a PSA system derived from a European Union project in which Direxon is participating. "We're planning to have a common reporting function, at least among the Finnish participants, and that's why we started testing Severa 3," said Direxon CEO Jaakko Malmgren.

Severa 3 was developed with the idea of 'self-service', making it easy to implement and start using immediately. As a result, companies can independently implement Severa 3 in their organization without IT involvement. According to Direxon CEO, implementation went smoothly and without a hitch. "Start-up was extremely easy: I registered myself on the system as a free user and after adjusting a few settings I was able to complete my first work hour entry. Severa's quick implementation puts it in a class all its own when compared with other PSA tools on the market," said Malmgren.

Direxon employees also felt that Severa supported independent learning. "The user interface is intuitive and therefore encouraged us to test and learn new features," stated Malmgren. "Severa's quick help and support documents guided us through new procedures, such as adding several client accounts."

Before using Severa, Direxon didn't use a tool for project management, CRM or billing functions. Like many other professional services organizations, they were tracking work hours in Excel. After only a couple of months using Severa they noticed great improvements in their business processes. "Recording work hours and travel expenses has improved tremendously," said Malmgren. "Severa almost guarantees better business processes. Daily reporting is so easy that we now have more accurate information about how our time is spent."

Severa facilitates project management by intuitively organizing projects, customers, work hours and billing in a single application. Severa 3 is offered online, and mainly serves professional services organizations in the fields of advertising, IT, consulting, law, engineering and architecture.

## Further information:

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## About Direxon

Direxon Ltd is an industry expert in the field of identity-based security and network services. They help customers plan, develop and implement identity management processes. As a result, Direxon's customers get documented security improvements that enable closer business relations with their clients and partners, and better performance for their mobile users. For more information on Direxon visit [www.direxon.com](http://www.direxon.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 for verticals such as advertising agencies, IT, consulting, law firms, engineering houses and architecture firms. Severa enables its customers to manage customers, projects, work time and billing more easily and efficiently with one system. 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](http://www.severa.com).

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