

Severa launches *Industry Expert Webinars* for professional services organizations

Webinar series offered mornings December 1 – 3 for industry best practices

NEW YORK, NY – November 30, 2009 – Severa Corporation (www.severa.com), a leader in professional services automation announced their Industry Expert Webinar series today.

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. To register please complete the form at: www.severa.com/int/webinar1.aspx

“With a successful track record and over 5 years in business automation, we’re in a vital position to understand the issues faced by professional services organizations today,” stated 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’re confident our webinars will provide an important platform for the industry to engage in and discuss the issues of business automation.”

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

The second webinar takes place on December 2nd. “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,” is on December 3rd. We’re sharing tips on how to optimize resources and minimize errors in order to deliver projects on time and under budget.

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 business consulting, advertising, IT, engineering and architecture.

Further information:

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About Severa

Severa Corporation is a leading provider of SaaS-based professional services automation. It’s designed to take the pain out of project management for small- to medium-sized businesses. Severa 3 is offered online mainly for verticals such as advertising and PR agencies, IT Service companies, consulting, engineering, law and architecture firms. Severa enables efficient management of customers, projects, work hours and billing in one system. Severa’s transparency with project data helps communicate business objectives, optimize resource allocation and reduce revenue leakage. Severa won the Red Herring Top 100 Global Winner Award in 2008. For more information on Severa Corporation visit www.severa.com.

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