

## Severa To Sponsor Electric Car Venture eCars – Now!

*Severa PSA system eases everyday project manager tasks and communications*

NEW YORK, NY – June 30, 2009 – [Severa Corporation](#), a professional services automation (PSA) web application for project managers, today announced its sponsorship of an electric car venture named eCars – Now! Severa's PSA system will be deployed in the project management side of the venture, which aims to spread information about emission-free vehicles to the general public and the benefit to consumers when modern technology is applied to electric cars.

Severa will facilitate communications and streamline project management tasks for this challenging venture in which project leaders are geographically dispersed and teams work without benefit of frequent in-person meetings.

Electric Cars – Now! is a collaborative venture with a mission to make electric cars affordable for everyone. Named "eCorolla", the car is produced by updating new or slightly used cars into Zero Emission Vehicles. Once the first generation of prototypes have been thoroughly tested, mass production of the cars will be made possible.

Severa was used during initial project planning, designing project phases and dividing tasks into various sub-projects. According to Janne Kjellman, Project Manager of the first eCorolla, "a professional services automation system is invaluable in a project that's implemented purely by voluntary workers."

"Project management for a venture on this scale is more challenging than normally. The members of the project are geographically dispersed all over Finland. They don't meet face-to-face and work when it best suits them. With Severa, project participants can follow the proceeding of different tasks and the project manager can now stay abreast of the situation," said Kjellman. "Without Severa, the start-up and planning phases of the venture would not have proceeded as smoothly."

"Communicating with distributed teams of volunteers can be really challenging", noted Kjellman. "Severa is extremely easy to use and thanks to the system, we could start managing the project immediately. We were instantly able to collect all necessary project information into one place, and then make it accessible to every member of the team."

Severa's SaaS-based professional services automation tool is designed to take the pain out of project management for small- to medium-sized businesses. In addition to project management, Severa enables teams to easily and efficiently manage customers, time and billing within one system.

### About Electric Cars – Now!

Electric Cars – Now! is a collective venture that will make electric cars affordable for everyone. The project concerns eCorolla vehicles - new or slightly used cars that are updated to be zero emission automobiles. The polluting gasoline engine is replaced by pinnacle electric technology. The

assembly consists of a high quality permanent magnet motor, state-of-the-art lithium batteries, and a computer with an Internet connection controlling the system. <http://www.sahkoautot.fi/eng>

## **About Severa**

Severa Corporation is a leading provider of SaaS-based professional services automation designed to take pain out of project management for small- to medium-sized businesses. Severa 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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