



Customer Success Story

Business automation for the IT Services department of Finland's largest newspaper and online publisher

Challenges

- **Time Tracking:** Unreliable and inconsistent methods for manually recording work hours offered only limited information about how employees spent their time.
- **Employee Utilization:** Due to poor time tracking procedures it was difficult to define jobs, work loads, expectations, productivity or forecasts.
- **Project Profitability:** In the end, project transparency and visibility was so limited that management couldn't assess profitability.

Solution

- Severa's hosted solution for business automation was implemented in 2007.
- Time tracking methods were simplified and standardized.
- No need for expensive software installations or hardware upgrades made it easy to deploy across the department.
- Project management tools available through Severa's intuitive interface made work load assessments and streamlining possible.

Results

- Time tracking creates abundant data for estimating time, cost and resource allocations for upcoming projects and activities.
- Accurate forecasting and better project management practices improve project success rates.
- Deeper business insight to review productivity and profitability.
- Human Resources is easier to manage with detailed information about work loads, hiring needs and expectations for contractors.

Client Profile

Alma Media Interactive focuses on classified online advertising and web portals as part of the largest media corporation in Finland. Severa is used by their IT Services, and is being introduced in other business units.



Key Gains

- Fast & easy implementation
- Accurate time tracking makes key performance metrics such as employee work load meaningful
- Enhanced visibility of project goals and progress
- Better understanding of job skills & requirements for HR management

“Severa has greatly increased our understanding of business processes, including project management and HR recruitment of new contractors.”

Rami Aaltonen,
Alma Media Interactive