



## C o m p a n y   O v e r v i e w F a c t   S h e e t

### **Location**

Phurnace Software, Inc.  
3925 West Braker Lane  
Austin, TX 78759

[www.phurnace.com](http://www.phurnace.com)

### **Officers**

Larry Warnock, CEO  
Daniel Nelson, V.P., Products

Robert Reeves, V.P., Engineering

### **Summary**

Phurnace creates software that accelerates the deployment of Java EE™ applications. It eliminates the repetitive headaches associated with the set up, configuration and migration of software running on web application servers -- regardless of vendor or version.

The patent-pending technology has already been adopted successfully by major corporations proving its effectiveness. Java Developers and System Administrators use Phurnace to reduce errors, save time and eliminate the need for hard-to-maintain scripts. Companies gain immediate ROI from decreasing the overall deployment costs. The use of Phurnace software results in a 95% more efficient deployment process which is shortened from weeks to mere minutes.

It continues to improve the quality of service for the consumer companies by automatically transforming configurations for server upgrades. It makes the complex process of comparing configurations manageable, useable and simple.

### **History**

Phurnace Software was born in the fire of demanding development and I.T. shops. The founders had dealt with the challenges and heartaches of deploying software on application servers where errors were rampant, starting over was standard procedure, and work-around scripting was the order of the day. Their experiences showed how inefficient the current approach was: Simply put, it took way too much time. There were way too many errors. The installation documentation that needed to be written was complex and getting more so. And – there was no relaxing of the timeframes for implementations that had to be up and running. It was clear that there “must be a better way”.

While one of the founders was attending an executive MBA program in the evenings and working in a software development shop by day, he decided to attack the



deployment challenges he and others were facing. As part of his MBA program he crafted the business plan for Phurnace Software with a trusted associate who was a master at developing reliable Java EE™ software. Together they built the product and the beginnings of the company. The business plan was so compelling and detailed that it won the University of Texas Moot Corp competition. The competition allows graduate students to present their plans to actual investors to be judged on the value and viability of their ideas. The Phurnace flame had been lit.

Phurnace Software then moved into the nationally-recognized Austin Technology Incubator (ATI), an incubator run by the University of Texas that supports early stage technology companies. At ATI, Phurnace refined and expanded the product line, secured early customers and received provisional patents for its technology. Phurnace secured initial venture funding from Lonestar Capital and recently a Series A investment from DFJ Mercury, a Texas-based Venture Capital fund affiliated with Draper Fisher Jurvetson of Menlo Park, California.

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## **Media Contact**

Cynthia A. Baker  
Accolades Public Relations  
ofc. 512.795.2353  
cel. 512.586.8278  
[cynthia@accoladespr.com](mailto:cynthia@accoladespr.com)