

CALIFORNIA SOFTWARE STARTUP EXPANDS TO AUSTIN

April 18, 2016

San Francisco-based Parsable Inc. has opened an office in Austin, its second outside the Bay Area.

The software developer chose Austin to be closer to Texas clients and have greater access to accounts on the East and West coasts, company co-founder Chase Feiger said.

“I have been blown away by the type of talent we have been able to find and meet with in Austin,” said Feiger, who is vice president of business development.

The Austin branch of search firm Betts Recruiting helped Parsable staff its office, which opened April 13. Five of six employees were found locally.

The office is inside Austin's newest co-working space, the TechSpace facility at 98 San Jacinto Blvd., next to the Four Seasons Hotel. The TechSpace office opened last month inside the San Jacinto Center.

“We’ve made the decision to really invest here,” said Will Roman, head of customer development for Parsable in Austin. “It’s one of three unique areas in America that have embraced this idea of progressive values and creativity, and coupled that with small business, local pride and startups. So it’s a great place to be based out of.”

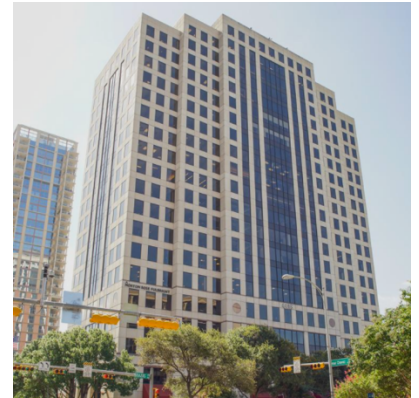
Parsable's Austin office will house sales and business operations. Software development will remain in San Francisco and its other office in Vancouver, British Columbia, Feiger said.

Founded in 2013, Parsable creates enterprise software used in wearable technology and handheld devices. Its products include flagship software “Sera,” which allows users to transmit, log and analyze data in real time, Roman said.

The company raised \$7.87 million in its first round of funding in August 2014 from eight investors: Lightspeed Venture Partners, Saudi Aramco and Energy Ventures, Andreessen Horowitz LLC, First Round Capital LLC, Initialized Capital, Kleiner Perkins Caufield & Byers LLC, Subtraction Capital, Schlumberger LTD and GV — formerly known as Google Ventures.

The Austin office will provide better access to Houston-based Saudi Aramco, FMC Technologies Inc. and Schlumberger, which use Parsable technology, Roman said.

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About Parsable

Parsable helps the world's largest industrial firms get jobs done right—every time. Most companies know that adhering to Standard Work processes produces the best results, but have trouble getting their teams to follow these processes resulting in lost productivity and poor quality. Parsable provides an Industry 4.0 Connected Worker platform so employees can collaborate together in paperless, mobile, and digital business processes. Teams know what work they need to do, and how and when they need to do it right on their mobile devices. Each step and action is measured and employees can raise issues and provide feedback so that every process is quickly analyzed and improved.

For more information on going fully digital and enabling the last mile of productivity, contact us at 1-888-681-2119 or www.parsable.com/contact.

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