

CASE STUDY

How **Park Industries** Transformed Machine Data Into a Scalable Digital Advantage



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Industry:

Manufacturing & industrial

Expertise:

Full-stack development, UI/UX design, data analytics, DevOps, and IoT

Engagement Type:

Full project delivery



EXECUTIVE SUMMARY

Park Industries — North America's largest manufacturer of stoneworking machinery — was growing quickly. As its equipment became widely deployed across customer locations, the company identified both an opportunity and a risk.

Customers were generating vast amounts of machine data every day, but lacked real-time visibility into what was happening on the shop floor. Without actionable insight, fabricators struggled to operate as efficiently and consistently as possible. Park Industries wisely reframed the challenge as an opportunity to differentiate its product offering in an increasingly competitive market.

Park partnered with Capmation to transform raw machine data into a secure, scalable digital platform — Park IQ™ — giving customers real-time operational visibility while strengthening Park's reputation for precision, reliability, and continuous innovation.

Results at a Glance

The Capmation team's partnership with Park Industries resulted in:

- Launching Park IQ™, a real-time operational visibility platform for distributed fabrication machines, at an accelerated pace
- Enabling customers to make faster, data-driven operational decisions
- Expanding Park Industries' product offering with a differentiated digital solution
- Establishing a scalable, cloud-based foundation for future digital services
- Accelerating time-to-market through a deeply embedded development partnership





There were a lot of decisions that Capmation helped us make, from user interface design and validation to what technology and architecture we should use. You really wouldn't know the difference between Capmation's team and our team with their involvement in all of the meetings.

— David Lloyd

THE CHALLENGE

When we partnered with Park Industries, they had more than 15,700 machines deployed across stone and metal fabrication operations nationwide. As Park's installed base grew, so did the complexity of supporting customers at scale.

"We wanted to leverage data from the machines and present it to the customer in a way that allows them to make decisions based on what's happening within their business or on a specific machine," said David Lloyd, Park's Director of IT. "It's something our customers have asked for, and it's the first product on the market with its comprehensive capabilities."

To deliver on that vision, Park needed to:

- Capture large volumes of data from machines distributed across the country
- Securely aggregate and segment the data by customer, machine, and user
- Deliver real-time visibility without disrupting day-to-day operations
- Translate complex machine data into clear, usable insight
- Bring a new digital product to market quickly — without sacrificing scalability

This was not simply a software initiative. It was a strategic business investment.

OUR APPROACH

While Park Industries had a clear vision for the outcome, the Capmation team played a critical role in shaping how that vision came to life — helping translate business goals into a solution designed to scale.

Capmation's involvement included:

- ✓ Clarifying the product vision to ensure the solution addressed real operational challenges on day one
- ✓ Designing an intuitive dashboard experience that turned complex machine data into clear, usable insight
- ✓ Validating user workflows using direct customer feedback
- ✓ Architecting a scalable foundation capable of collecting, transmitting, and processing data at speed across distributed environments
- ✓ Embedding with Park's internal team, and participating in Park's agile ceremonies and planning sessions



Turning Data into Decision-Making Power

Before Park IQ™, critical information about machine performance was available. But it was difficult to access, interpret, or act on quickly. Capmation helped change that by ensuring the right information reached the right people, at the right time.

Working on an Accelerated Timeline

From prototyping to market-ready release, the timeline exceeded expectations.

Early market validation during the beta phase was extremely positive, reinforcing Park's confidence in both the product and the partnership behind it.

Lloyd concluded, "They went above and beyond to help us get this product to market as quickly as we did. And on top of that, they're just great people to work with."

Here's how:

- 1 Data generated by each machine was securely captured and organized in near real-time
- 2 That data was presented through a clear, easy-to-use dashboard
- 3 Instead of sorting through raw data, customers could see what needed their attention

Our Ongoing Partnership

For Park Industries, Park IQ™ represented more than a single product launch — it was a big step toward a more connected, data-driven future.

Park Industries has returned to the Capmation team when they need:

- Something better than an off-the-shelf solution can deliver
- A software engineering firm that understands strategic problem-solving
- A partnership that feels like a natural extension of their team
- A team that believes that they only succeed when their clients succeed

Interested in exploring a new software project?
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