

Company: Parsec Automation
Nomination Submitted by: Matter Communications
Company Description: Parsec Automation is the developer of TrakSYS™, the leading real-time operations & performance management software. Manufacturers worldwide rely on TrakSYS™ to improve asset utilization, boost efficiency, increase capacity without new equipment, cut costs, reduce lead times, and drive measurable ROI and profitability.
Nomination Category: Company / Organization Categories
Nomination Sub Category: Company of the Year - Manufacturing - Medium-size
Nomination Title: Parsec Automation



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

Total 187 words used.

For over 30 years, Parsec Automation has driven industry transformation by simplifying manufacturing operations management. Founded in 1993 by Eddy Azad, who remains CEO to this day, Parsec emerged from his experience as a system integrator who witnessed firsthand the operational blind spots manufacturers faced. Azad launched Parsec to bridge these gaps, building solutions that directly address the complexities of factory-floor management.

What makes Parsec distinct is not just its technology but its leadership. Under Azad, the company has continually evolved to keep pace with Industry 4.0; it has adapted through successive waves of disruption like early digitalization and cloud adoption, to the current era of automation and artificial intelligence. His vision and agility have transformed Parsec from a niche startup into a modern, global company at the forefront of manufacturing innovation.

Today, Parsec's flagship platform TrakSYS powers thousands of factories across 100+ countries, helping them optimize production, improve quality, and unify complex supply chains. More than a software provider, Parsec is a partner in transformation, working from the shop floor to the top floor to future-proof operations and unlock the full potential of modern manufacturing.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 244 words used.

Parsec has further solidified its position as a leading provider of manufacturing digital transformation by investing in their organization and continuously improving TrakSYS, now widely recognized as a leading MES platform.

Parsec's launch of TrakSYS 12 in 2023 drove measurable transformation for its customers, including:

- 454% three-year ROI, according to an IDC study.
- 12% productivity improvement for manufacturing floor staff and 6% for quality control teams.
- \$2.32 million in annual material cost savings and \$3.25 million in new annual revenue.

In 2024, Parsec accelerated global growth by expanding its leadership team across strategy, customer success, and product development. This sharpened Parsec's focus on operational excellence and deepened engagement with global manufacturers.

Parsec also secured new customer wins across automotive, CPG, and energy, with TrakSYS adoption driving double-digit ARR growth in 2024. Powering thousands of plants worldwide, Parsec helped manufacturers continue to reduce downtime, boost efficiency, and increase profitability, demonstrating its adaptability in complex environments.

This year, Parsec previewed TrakSYS IQ in collaboration with Microsoft as a major step in their journey toward Industry 4.0 and the democratization of manufacturin data. Upon its release, anticipated EOY, the conversational AI tool will allow manufacturing leaders to interact with data using natural language to retrieve real-time insights. Pilot programs already report that TrakSYS IQ makes it easier to monitor and manage production operations, and the ability to use natural language has dramatically simplified the complexity that can come with new technology for on-site workers.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

Total 241 words used.

Parsec Automation's recent achievements highlight its evolution from a technology provider to a global leader in manufacturing innovation. With over 30 years of industry expertise, Parsec has become a trusted strategic partner to manufacturers worldwide, guiding them through digital transformation with confidence and clarity.

Parsec has made significant strides not only in enhancing its solutions but in reinforcing its commitment to the success of both customers and partners. A key milestone in this journey has been the expansion of its leadership team, adding client-facing and channel-focused roles. Unlike larger competitors who often rely on standardized implementations, Parsec's expanded team enables a more responsive, hands-on approach—helping customers realize value faster with tailored support and deeper collaboration.

This move strengthens Parsec's ability to provide tailored support, ensuring long-term value for manufacturers around the globe. What also sets Parsec apart from competitors is its holistic approach to business operations. While many competitors focus primarily on technology, Parsec prioritizes the meaningful business outcomes of its customers.

The company offers scalable, adaptable solutions that are backed by deep operational insights and strong industry collaboration. This client-centric approach has accelerated company growth and deepened Parsec's presence in over 100 countries.

Through strategic partnerships—most notably its collaboration with Microsoft to develop the upcoming AI-driven TrakSYS IQ—Parsec continues to raise the bar for operational excellence. Its work is shaping the future of manufacturing, not just by delivering tools, but by empowering manufacturers to lead with innovation, efficiency, and resilience.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 17 words used.

[Parsec Homepage](#)

[TrakSYS Brochure](#)

[BVP Forge Investment Release](#)

[2023 Momentum Release](#)

[2024 Momentum Release](#)

[TrakSYS IQ Release](#)

Attachments/Videos/Links:

[Parsec Automation](#)

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