

The data coming off your factory floor is only as useful as your ability to make sense of it.

How an industrial DataOps software company used IDC research, analyst relationships, and a joint business value study to grow from startup to emerging market leader.

HighByte

INDUSTRY

Industrial Software / Industrial DataOps

HEADQUARTERS

Maine, USA

AT A GLANCE

From startup to market leader.

24

Countries where Intelligence Hub is deployed

20

Industrial vertical markets served

50+

Years of combined founding team experience

#232

Inc. 5000 fastest-growing private companies

01: THE CHALLENGE

Industrial data without context is virtually useless.

HighByte serves large manufacturers navigating digital transformation. Its Intelligence Hub collects diverse data from the plant floor, adds context, and integrates it with the enterprise IT systems that rely on it. The problem it solves is structural. Raw operations data lacks context, standards, and correlation. Without those, IT and data science teams spend the majority of their time preparing data rather than analyzing it. Torey Penrod-Cambra, Co-Founder and Chief Communications Officer at HighByte, knows the challenge from both sides. The market is complex, fast-moving, and specific.

02: THE PARTNERSHIP

A partnership that scaled with the company.

IDC was HighByte's first analyst relationship and remains one of its most valuable. Penrod-Cambra describes the partnership as one that has scaled alongside the company, from early startup through to emerging vendor. Through the IDC Business Value Project, IDC spoke directly with seven HighByte customers across four countries and produced an independent report quantifying the ROI that Intelligence Hub delivers. That third-party validation gave HighByte something no internal case study could: a credible, quantitative way to help prospects think about the value of their own infrastructure investment.

03: LOOKING AROUND THE CORNER

Intelligence for what the factory floor becomes next.

Penrod-Cambra is focused on what comes next for industrial AI. Manufacturers are increasingly using the data HighByte curates to power agentic AI on the plant floor, putting more control and insight directly into the hands of operators. Staying ahead of that shift requires understanding not just what the technology can do, but where customers are in their readiness and what use cases are gaining real traction. That is where IDC research continues to earn its place, providing the outside-in view that keeps HighByte one step ahead of the market it is helping to define.

“IDC has helped us understand our own customers better. Being able to quantitatively articulate the value that we bring to customers and understand their use cases from a third-party perspective was invaluable to our business.”

Torey Penrod-Cambra

Co-Founder and Chief Communications Officer, HighByte



Every roadmap has a moment that needs a second set of eyes. Bring yours to an IDC analyst.

Talk to an analyst →