

MAREK

[CASE STUDY]

From Fragmented Workflows to Scalable Execution: How MAREK Standardized Project Delivery with Autodesk Forma

FIRM SIZE

5000+

FIRM TYPE

Sub-Contractor

FOCUS AREA

Ceiling & Acoustical Solutions, Drywall, Paint, and Prefabrication

TOOLS

AUTODESK
Forma Build

AUTODESK
Forma Data Management

SOLUTIONS



Implementation
& Setup



Training &
Enablement



Digital Transformation
Consulting



Support
Services

IMPACT

- ✓ Reduced Manual Processes
- ✓ Standardized Workflows Across Teams
- ✓ Streamlined Field-to-Office Communication

ABOUT MAREK

MAREK is a leading specialty contractor delivering integrated interior construction solutions across Texas and surrounding markets. Founded in 1938, the company has grown into a third-generation organization with approximately 6,000 employees, supporting projects across major metro areas including Houston, Dallas, Atlanta, and Nashville.

Specializing in framing, drywall, ceilings, finishes, and prefabrication, MAREK supports projects from preconstruction through completion—requiring precise coordination between estimating, project management, and field teams. As their project portfolio expanded in both size and complexity, maintaining that level of coordination became increasingly challenging.

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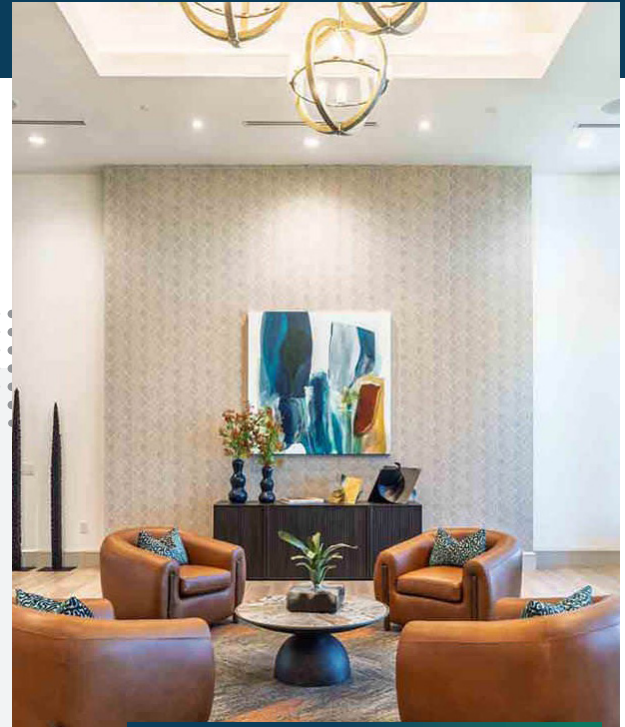
Challenge: Managing Growth Without Breaking the System

As MAREK continued to grow, their projects became larger, more complex, and increasingly data-heavy. What once worked began to show limitations. On large-scale jobs, the volume of information, from drawings to coordination data, put pressure on existing tools. In some cases, those tools were pushed beyond their limits, forcing teams to rely on workarounds just to keep projects moving.

“We defaulted to the tools we had, which was basically just email and texting. As you can imagine, the information that was shared was ineffective—and if it was effective, the follow-ups were not.”

Robert Hall

Project Manager & Estimator, MAREK

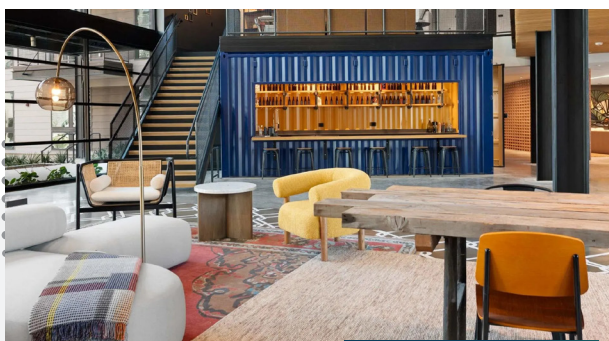


At the same time, smaller, high-volume service work introduced a different kind of challenge. Speed and communication were critical, but workflows were highly manual. In the paint division, foremen in the field documented issues and shared updates through text messages and emails. Project managers then had to manually compile photos, track progress, and assemble reports for submission.

Across the business, it became clear that while these workflows had supported growth to this point, they were not built to scale with the next phase of the company.

Solution: One Platform Built for Every Project

To address these challenges, MAREK turned to Autodesk Forma, implementing a centralized platform designed to support both ends of their project spectrum, from high-volume service work to large, complex builds.



For large projects, Forma brought structure and clarity, helping teams organize significant amounts of data and collaborate more effectively across roles. For smaller, fast-paced work, it simplified day-to-day execution by centralizing communication and connecting documentation directly to the work happening in the field.

Rather than forcing teams into a rigid process, the platform allowed flexibility—supporting both the scale of large projects and the speed required for smaller ones.



Through a series of working sessions, ARKANCE helped MAREK translate their real-world workflows into scalable, standardized processes within Autodesk Forma. The approach was iterative, allowing teams to test, refine, and expand usage as they gained confidence.

This partnership ensured that the technology aligned with how MAREK builds projects, creating a foundation for long-term adoption and success.

“A tool that works for both—but isn’t overly burdensome for one and still provides solutions for the other—that’s always been a very difficult thing to find. With Forma, we started seeing those possibilities.”

Nick Martien

Senior Estimator, MAREK

Impact: Beyond Implementation

MAREK was introduced to ARKANCE through Autodesk, but what followed went far beyond a typical software rollout.

From the start, ARKANCE focused on understanding how MAREK actually worked—across departments, project types, and field operations. This included diving into existing workflows, reviewing how teams managed everything from documentation to PDF drawings, and identifying opportunities to improve processes.

“You were very good at learning and understanding our unique processes, and then showing how they could be made better using the platform.”

Robert Hall

Project Manager & Estimator, MAREK



“When I saw that Forma basically puts all of this into one workflow, it kind of blew my mind.”

Robert Hall

Project Manager & Estimator, MAREK

Conclusion: A Foundation for What's Next

MAREK's journey to Autodesk Forma reflects a broader shift moving from reactive, manual workflows to a more connected and scalable way of working.

By aligning their processes with the right technology and partnering with ARKANCE to guide the transition, they've built a system that not only supports how they work today, but how they will continue to grow in the future.

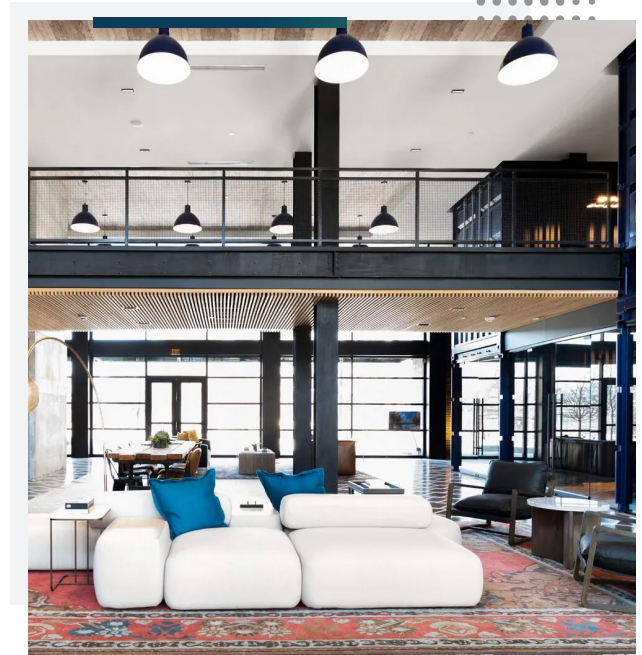
As project complexity increases across the industry, MAREK is now positioned to manage that growth with greater efficiency, visibility, and confidence.

Results: Faster Workflows, Better Visibility, and Scalable Growth

With Autodesk Forma in place, MAREK transformed how work is tracked, communicated, and executed across projects.

What was once a manual, multi-step process - texts, emails, photo collection, and report creation has been consolidated into a single, connected workflow. Teams can now document issues directly in the platform, tie them to exact locations within a project, and track progress in real time.

The impact is both immediate and long-term. Teams spend less time chasing information and more time acting on it. Communication between the field and office is clearer and more consistent. And perhaps most importantly, MAREK now has a standardized approach that works across both high-volume service work and large-scale construction projects. Most importantly, MAREK now operates with a standardized approach that works across both high-volume service work and large-scale construction projects.



Want to learn more about transitioning to Autodesk Construction Cloud? **Our team is here to help you identify the right solution for your business.**

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