

NUCLEUS  
RESEARCH

ROI: 194%  
Payback: 7.2 months

**TRAY.AI**

AVID PROPERTY GROUP

ANALYST

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## THE BOTTOM LINE

AVID Property Group (AVID) achieved a 194 percent ROI by deploying Tray's Universal Automation Cloud to integrate various systems and applications, automate processes, and efficiently move large volumes of data. Using the platform, the organization supported three critical projects: invoice automation, yielding thousands of hours of annual savings; data platform modernization, with reduced manual effort and data duplication; and the removal of legacy technologies, which would have cost over \$6M to perform using external consultants to implement a modernization strategy.

## THE COMPANY

AVID Property Group (AVID) is an Australian builder-developer responsible for a diversified selection of residential master-planned communities, land lease communities, completed houses and apartments across Australia's eastern seaboard. With a record of delivering connected and vibrant communities, AVID brings people together to deliver thriving environments for its customers.

**Cost : Benefit Ratio | 1 : 3.4**

## THE CHALLENGE

Before adopting Tray.ai, AVID faced-challenges supporting system to system integration, workflow automation, and ingestion for its data platform. The company's legacy system was a patchwork of tightly coupled, interdependent applications primarily managed through outdated integrations and hard-coded database to database integration and Python scripts. This setup resulted in an inflexible, error-prone environment that could not be upgraded, with regular system failures and high maintenance costs that obstructed efforts to consolidate into a unified system. AVID also encountered delays for its daily full object data set extractions from Salesforce to its on-premises legacy SQL database, with makeshift solutions like emailing files or manually uploading Excel data, leading to duplicated data across systems and a lack of accessible data for near real-time reporting and analysis.



## THE STRATEGY

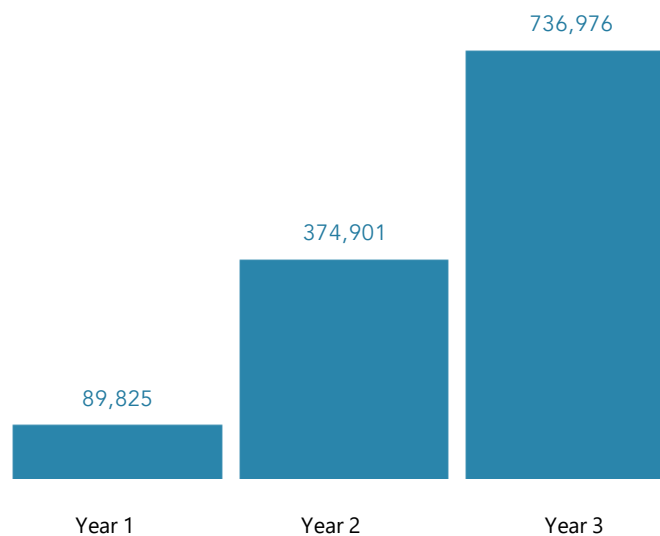
To address these challenges, AVID evaluated six different iPaaS vendors, including Mulesoft, Workato, Boomi, Talend and Tray to identify the most suitable solution for its user skillsets and functional requirements. Specifically, AVID evaluated each solution's capacity to support each of the following projects: Accounts payable invoice automation, data platform modernization, and removal of legacy technology. To enable these projects, the organization sought a platform that could scale effectively, capable of integrating various systems, automating processes, and efficiently moving large volumes of data. AVID narrowed its evaluation down to a short list of Boomi, Workato, and Tray.ai. It ultimately selected Tray for its ability to support data integration and workflow automation whereas Boomi and Mulesoft both favored data integration over workflow automation. The organization also required a cloud-native tool. At the time, Tray was the only vendor that could do so with zero physical footprint.

One of the first projects addressed with Tray involved accounts payable invoice automation. This project took the equivalent of two months to implement with an internal team consisting of an enterprise architect, an integration specialist, a data architect, and a business analyst at a 75 percent time commitment and now addresses 2500 to 3000 invoices per month.

The second project involved supporting AVID's new data platform, integrating various applications to form a single source of truth. Although Tray is not directly attributable for the costs or benefits of this project, the platform was a key factor in its success. This enabled the organization to decommission its legacy data transfer database and other data sources and implement Google BigQuery, laying the foundation for improved data management and governance, which has proved crucial at scale.

The third project focused on the removal of legacy technology, redesigning AVID's enterprise architecture around new integrations and automations, replacing many hard-coded error-prone integrations between systems.

## CUMULATIVE NET BENEFIT



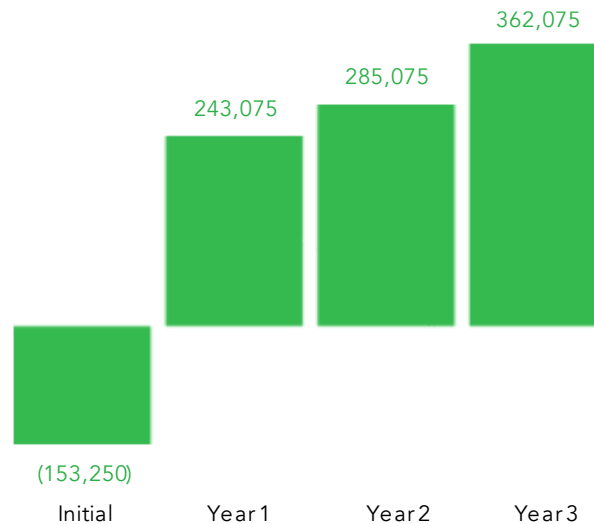
## KEY BENEFIT AREAS

Key benefit areas seen following AVID's deployment of Tray include avoided costs, automated financial processes, and improved scalability.

- **Avoided costs.** With Tray, AVID was able to retire two point solutions supporting application integration and workflow automation, yielding AU\$100,000 in annual direct cost savings, recognized gradually. AVID also avoided hiring a manual integration developer, saving an additional AU\$90,000 annually.

- **Automated processes.** Adopting Tray enabled the organization to take an automation-first approach to its core financial processes, yielding over AU\$170,000 in equivalent annual savings. As a snapshot, automated financial processes eliminated time previously spent by verifying bank details and addressing invoice processing errors and drove resource efficiency across accountant teams and accounts payable resources.
- **Improved scalability.** By adopting Tray, AVID enhanced its scalability, shifting away from a legacy integration model that was both inflexible and difficult to update. The redesign centered around Tray has revolutionized its approach to integration and automation enabling a more secure and scalable framework. This transformation allows AVID to easily adjust to growing demands and integrate new technologies, positioning the company for continued growth and innovation.

## NET CASH FLOWS



## LESSONS LEARNED

Tray.ai has fundamentally redefined AVID’s approach to system integration and helped modernize its technology stack. By adopting Tray, AVID moved away from its legacy system of integrations characterized by frequent system failures and high maintenance costs. Instead, it has embraced a platform that offers flexible connectors capable of integrating core systems, transferring data, and automating key processes. Additionally, Tray.ai has been instrumental in enabling growth and scalability for AVID. The platform's ability to integrate systems and automate processes supports a scalable architecture that adapts to the company’s growth in assets, personnel, and product offerings. This flexibility is critical as it allows AVID to easily add, remove, or iterate with new technologies without the constraints of its previous infrastructure. This has laid a solid foundation for continued advancements, fostering a scalable and dynamic environment that aligns with AVID's mission and operational goals.

## CALCULATING THE ROI

Nucleus Research analyzed the costs of software, personnel, and support over a three-year period to quantify the organization's investment in Tray.ai.

Direct benefits quantified include technology savings and FTE savings from avoided hires.

Indirect benefits quantified include time savings across creditors, accounts payable resources, and trust accountants related to invoice automation, as well as reduced invoice processing errors.

The largest cost areas associated with AVID's deployment of Tray involved the solutions annual subscription costs. Additional costs include personnel time spent executing the implementation, upskilling users, and supporting the platform on an ongoing basis.

# FINANCIAL ANALYSIS

## AVID Property Group

**Annual ROI: 194%**

**Payback period: 0.6 years**

BENEFITS	Pre-start	Year 1	Year 2	Year 3
Direct	0	140,000	190,000	190,000
Indirect	0	174,960	174,960	174,960
<b>Total per period</b>	<b>0</b>	<b>314,960</b>	<b>364,960</b>	<b>364,960</b>

COSTS - CAPITALIZED ASSETS	Pre-start	Year 1	Year 2	Year 3
Software	0	0	0	0
Hardware	0	0	0	0
Project consulting and personnel	0	0	0	0
<b>Total per period</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

COSTS - DEPRECIATION	Pre-start	Year 1	Year 2	Year 3
Software	0	0	0	0
Hardware	0	0	0	0
Project consulting and personnel	0	0	0	0
<b>Total per period</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

COSTS - EXPENSED	Pre-start	Year 1	Year 2	Year 3
Software	59,000	69,000	77,000	0
Hardware	0	0	0	0
Consulting	0	0	0	0
Personnel	81,250	2,885	2,885	2,885
Training	13,000	0	0	0
Other	0	0	0	0
<b>Total per period</b>	<b>153,250</b>	<b>71,885</b>	<b>79,885</b>	<b>2,885</b>

FINANCIAL ANALYSIS	Results	Year 1	Year 2	Year 3
All government taxes	45%			
Cost of capital	7.0%			
Net cash flow before taxes	(153,250)	243,075	285,075	362,075
Net cash flow after taxes	(84,288)	133,691	156,791	199,141
<b>Annual ROI - direct and indirect benefits</b>				<b>194%</b>
Annual ROI - direct benefits only				79%
Net Present Value (NPV)				340,164
<b>Payback period</b>				<b>0.6 years</b>
Average Annual Cost of Ownership				102,635
3-Year IRR				163%

All calculations are based on Nucleus Research's independent analysis of the expected costs and benefits associated with the solution.