

 tray.ai

The fastest  
way to business  
impact using **AI**  
with Tray.ai &  
Amazon Bedrock



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## Challenges of infusing AI into business applications

IT holds the opportunity to drive business value through transformation of standard processes into AI-enhanced solutions. But that comes with a new set of challenges, for IT leaders and app developers.

In today's enterprise landscape, AI implementation presents a formidable challenge for IT leaders. Despite the transformative potential of artificial intelligence, organizations consistently struggle with complex integration hurdles, fragmented technology ecosystems, and the massive technical debt required to connect disparate AI services. Key pain points include the lack of standardized data transformation, limited governance capabilities, excessive custom development costs, and the scarcity of technical talent capable of building sophisticated AI workflows. These challenges often result in AI initiatives that remain perpetually in proof-of-concept stages, failing to deliver meaningful business value. Moreover, the rapid evolution of AI technologies creates a moving target, making it difficult for IT teams to build sustainable, scalable AI strategies that can adapt to emerging tools and methodologies. The need for a solution that can provide comprehensive connectivity, centralized governance, rapid prototyping capabilities, and flexible integration becomes not just a technological preference, but a critical strategic imperative.

What are the strategic considerations for IT leaders when thinking about AI infusion into the business?

- 
- 1. Governance and Control**
    - Centralized AI Workflow Management
      - Single platform to monitor all AI integrations
      - Consistent security protocols
      - Audit trails for AI interactions
    - Compliance and Risk Mitigation
      - Built-in PII tokenization
      - Content moderation capabilities
      - Controlled AI service access

**//**  
More than 80% of enterprises will have used Generative AI APIs or deployed Generative AI-enabled applications by 2026."

**Gartner**



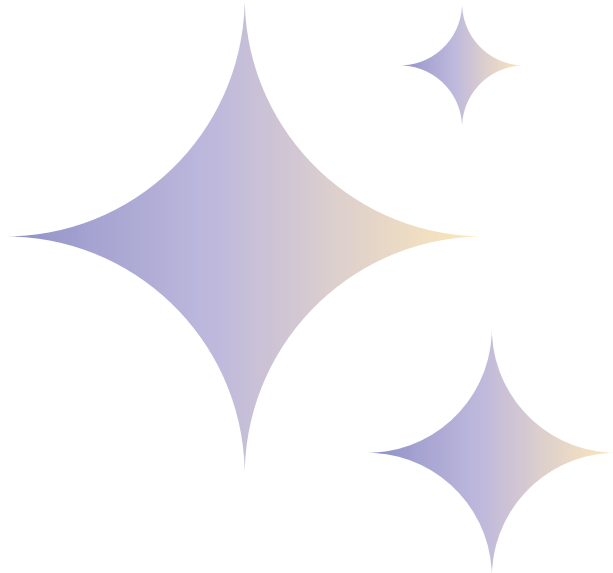
## 2. Rapid Prototyping and Innovation

- Reduced Time-to-Market
  - Custom Code: 6-12 months
  - iPaaS AI Integration: Weeks to Days
- Low-Code/No-Code AI Workflow Design
  - Empower non-technical team members
  - Reduce dependency on specialized AI developers
  - Accelerate experimental AI projects



## 3. Cost and Resource Optimization

- Minimize Custom Development
  - Pre-built AI connectors
  - Reusable workflow templates
  - Reduced engineering overhead
- Efficient Resource Allocation



# The role of iPaaS in the AI era

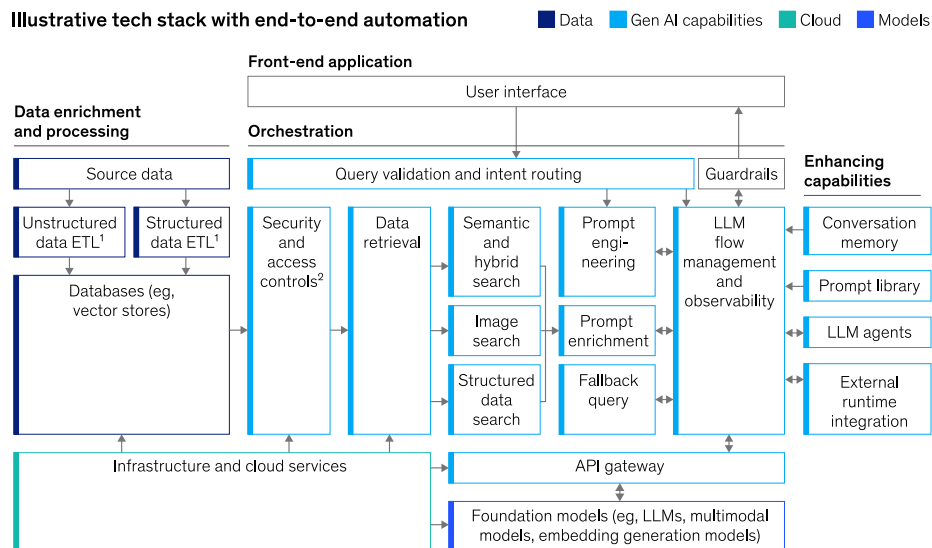
In the rapidly evolving landscape of enterprise technology, Integration Platforms as a Service (iPaaS) have emerged as a critical enabler for organizations seeking to harness the transformative power of artificial intelligence. At its core, an iPaaS serves as a strategic middleware that bridges the complex ecosystem of AI tools, services, and data sources, transforming fragmented capabilities into a cohesive, manageable infrastructure. For IT leaders, this means moving beyond the traditional challenges of manual data integration and siloed AI applications to a more dynamic, flexible approach to AI adoption.

The primary value of iPaaS in an AI strategy lies in its ability to provide comprehensive connectivity, governance, and scalability. By offering pre-built connectors to various AI services, these platforms eliminate the need for extensive custom development, dramatically reducing the time and resources required to implement AI-driven workflows. Governance becomes more robust through centralized management, with built-in capabilities for data tokenization, content moderation, and comprehensive audit trails that address critical security and compliance concerns.

The technical architecture of an iPaaS acts as an intelligent integration fabric, providing a flexible layer that can transform, route, and process data between various sources, AI services, and business applications. This means IT leaders can create sophisticated AI workflows that seamlessly connect disparate systems, standardize data formats, and ensure consistent, high-quality AI interactions. The result is a more agile, responsive approach to AI adoption that can quickly adapt to changing technological landscapes and business needs.

## The New AI stack

**A gen AI solution needs to accommodate a complex set of integrations across the entire tech stack.**



<sup>1</sup>Extract, transform, load.  
<sup>2</sup>Access controls embedded at data level to prevent access to restricted/sensitive data.

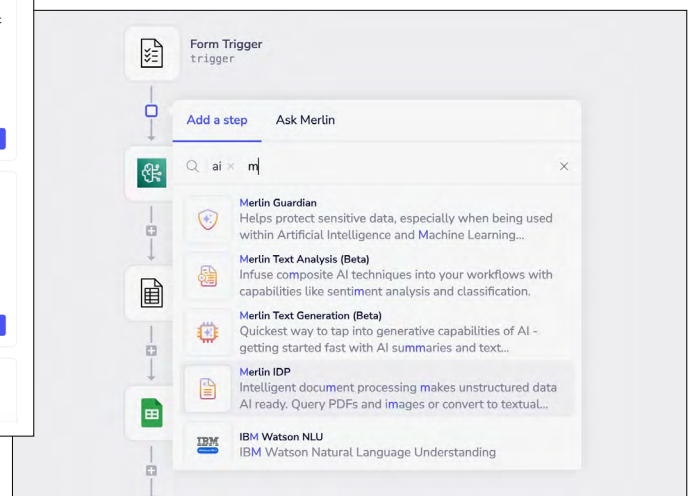
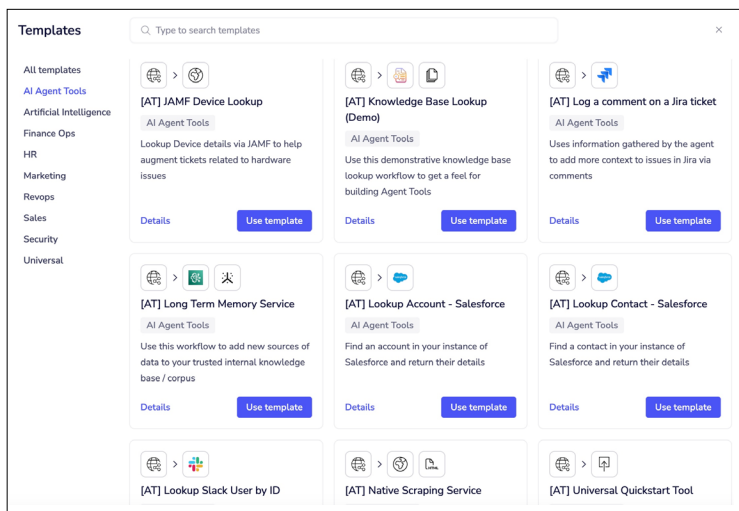
## Framework for building an AI agent

Before thinking about the most suitable LLM or prompt for your agent, one should go through a series of design steps to maximize the speed of the building process and value of the agent to be built. Below is a suggested framework.

- **Objective:** Clearly outline what you want the AI agent to achieve. What would the AI-infused workflow look like? What would be considered a success?
- **Environment:** Understand the environment where the agent will operate. Will a person interact with the agent over email? Will the agent operate autonomously within business applications? Map the applications or services you need to allow your agent to connect with - whether it's pulling data from enterprise systems, writing emails, skimming through webpages or something else.
- **Company guidelines and guardrails:** Gather requirements and instructions to ensure you're adhering to your company's security and privacy rules. Understand whether you have different types of users that require different levels of access and permissions.
- **Build:** A low-code platform with pre-built connectors to business systems and AI services like a modern, AI-ready iPaaS like Tray.ai is a good choice for quick building and testing. It is also designed to scale with you as the solution goes live and extend to multiple agents and other workflows.
- **Test, optimize and refine:** Evaluate the agent performance and analyze incorrect or failed actions to understand weaknesses. Use logs and isolated testing features to understand how to correct issues and improve future performance.
- **Deploy and maintain:** Ensure you choose a deployment environment that scales easily to handle larger volumes of data or interactions. Continuously track the agent's performance in real-time scenarios to ensure it behaves as expected. Continuous visibility into the agent's actions is crucial.
- **Continuous improvement:** Gather feedback from users, new data, and environment changes to continuously improve the agent's performance. Ensure the agent can quickly and easily adapt to new conditions, either through incremental learning or entirely new models.

# How Tray.ai and Amazon Bedrock are accelerating AI agent building

- Democratizing AI integration:** Through low-code and no-code workflow design with native AI tools and functionalities, the Tray platform empowers organizations to prototype and scale AI initiatives rapidly, reducing the dependency on specialized AI developers. The Amazon Bedrock connector on Tray.ai supports model interoperability, providing access to a variety of high-performing foundation models from leading AI companies, simplifies prompt engineering across models and even import of custom models. This approach transforms AI from a complex, resource-intensive endeavor to an accessible, iterative process that can be driven by cross-functional teams.
- Composability and interoperability:** The composable architecture of Tray ensures easy connectivity to any system or service, including replacing them or adding them as needed. This flexibility is particularly useful when a new system is implemented in an organization or the architecture changes.
- Built-in governance and security:** Designing and managing AI agents and workflows in a centralized platform allows visibility and control over all your AI initiatives. With native AI tools such as Merlin Guardian for tokenizing PII data, you can easily ensure no harmful and sensitive data is getting where you don't want it to be. In addition, you can enjoy the best in class enterprise security and compliance, directly built in the solution with AWS' services.

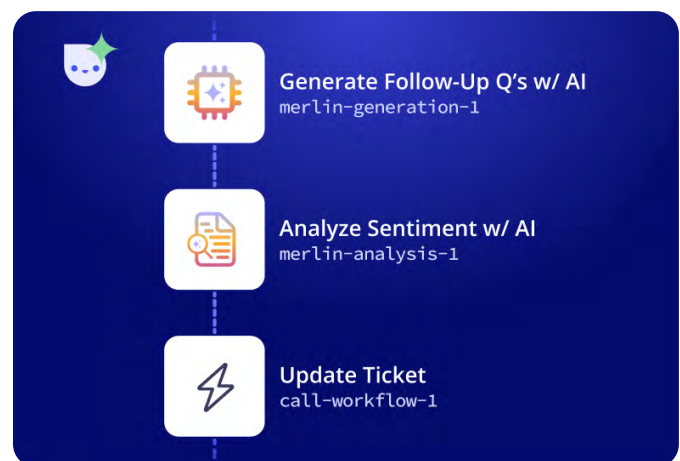
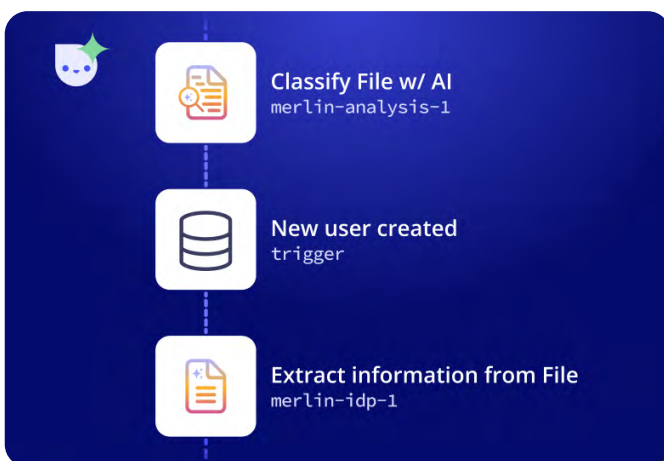


# A sample walkthrough of an AI agent: support ticket handling with AI

The possibilities of building an AI agent are endless with the Tray.ai platform. A few of the most common ones are:

1. Sales co-pilot: analyze all customer communication and CRM data to provide accurate and up-to-date summary of account status. Save time for your reps.
2. IT support: save time with AI-powered ticket answering, leveraging data from all of your structured and unstructured data sources (Slack, Jira, docs, etc.)
3. AR invoice automation: use AI to extract data from emails and docs to update company records and automate order to cash processes.
4. Employee experience: use AI and integrations to provide an efficient and seamless experience to common employees' requests (email drafting, vacation requests, company general information, etc.)
5. Legal / compliance co-pilot: find and report on non-standard terms or potential compliance issues in contracts.

Now let's dive deeper into the architecture of a very common use-case: Automating ticket handling with AI.



## Motivation

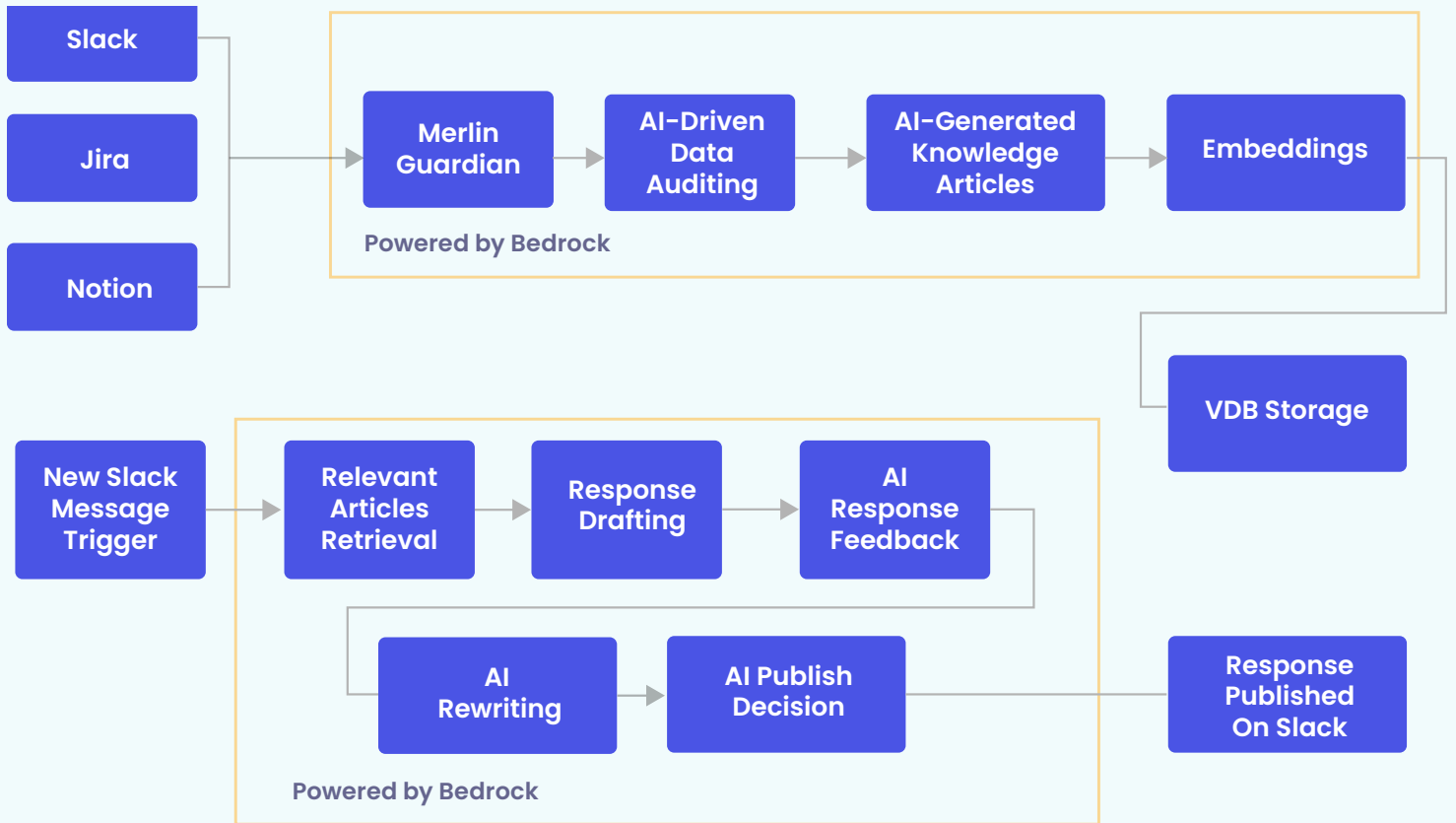
Support teams face growing ticket volumes that create backlogs and longer response times, affecting user satisfaction. Building an AI agent to resolve support tickets offers organizations a transformative opportunity to boost efficiency and reduce operational costs in handling support queries. AI agents can automatically resolve simple queries, speed up ticket classification, and route complex cases to human agents, thereby improving SLA compliance, reducing agent workloads, and enhancing customer satisfaction.

## Solution Overview

An example of a solution for this would be an AI support agent integrated directly into Slack that provides instant responses 24/7. The knowledge base is composed of all relevant data sources in the company, with real-time access to the most up-to-date information, and includes a learning system to improve response accuracy over time.

- Data extraction from Slack, Jira, product documentation (or any other source) - a simple workflow to ingest all previous conversations, tickets, comments and files from selected channels and paths.
- AI-powered data assessment and pre-processing - in this step, we use LLM's directly and our native AI functions such as Merlin Guardian to assess the relevancy of the data and remove any sensitive data.
- Knowledge base creation - this step leverages AI to create accurate and useful knowledge articles and store them in a vector database (learn more about Tray Vector Tables [here](#)) so they can be extracted easily upon a query.
- Automated workflow to respond to tickets as they come in - every Slack message in a relevant channel (as defined by the builder) is classified and then routed to an LLM for generating a response, using the pre-built vector database.
- Automated workflow to update and refine agent responses as more data accumulates - if a message is classified as a feedback, it is routed to a workflow that updates the knowledge articles.

## High-level solution architecture:



To get a deeper dive and templates to this architecture [contact us](#).

## How to get started:

### Get up to speed

quickly by checking out the library of Tray ready-made AWS Bedrock templates

[Get templates](#)

### Join our workshop

to see how to build your own AI agent

[Register here](#)

### Request 1:1 demo

to see how Tray solves your specific challenges

[Request here](#)

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