

NUCLEUS
RESEARCH

ROI: 356%
Payback: 3.6 months

TRAY.AI

AUCTANE

ANALYST

Alexander Wurm

THE BOTTOM LINE

Auctane achieved a 356 percent ROI with a payback period of 3.6 months after adopting the Tray Automation Platform to simplify and extend the scope of its automations. Auctane cited specific benefits including \$205,000 in direct annual cost savings, 50 hours of monthly time savings with automated hire to retire workflows, and 3x faster development for new automations. Now, the organization has the tools it needs to automate a wider variety of workflows without worrying about the traditional cost and manual effort associated with building such automations.

THE COMPANY

Auctane is a leading provider of shipping and order management software with products including ShipStation, Stamps.com, Packlink, ShipEngine, and ShippingEasy, among others. Auctane's products are used by over 1M customers every year across 250 countries and territories.

Cost : Benefit Ratio | 1 : 3.6

THE CHALLENGE

Before adopting Tray.ai, Auctane had a relatively small team that needed to maintain IT infrastructure across multiple different subsidiaries. This made it challenging to keep up with manual data input, especially as the organization scaled. Auctane also relied on manual scripting, which limited developer productivity and restricted the scope of automation. As Auctane scaled through various acquisitions and mergers, it was faced with a choice of expanding IT headcount or adopting an automation tool to empower current staff.

TYPES OF BENEFITS



THE STRATEGY

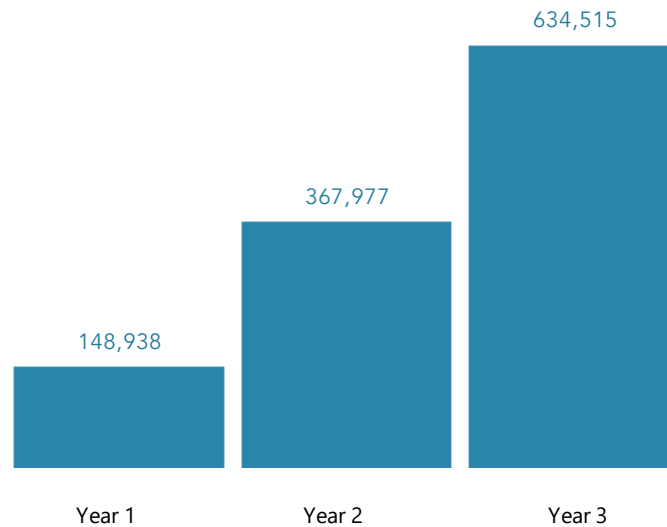
To address these challenges, Auctane evaluated multiple automation tools, prioritizing a solution that could eliminate manual scripting and accelerate recurring processes. IT initially explored various third-party automation tools centered around Google's tech stack but the organization didn't get the results they were looking for and decided to move to the Tray platform. After deciding to adopt, teams spent a few hours getting an understanding of the platform's features and were able to start pulling data within minutes.

KEY BENEFIT AREAS

Key benefit areas seen as a result of Auctane's Tray deployment include eliminated costs, enhanced productivity, and improved conversion of free users to paying customers.

- **Avoided costs.** By adopting the Tray Automation Platform Auctane avoided \$130,000 in annual subscription and infrastructure costs. The organization also avoided hiring an additional automation engineer using Tray's tools to do more with less.
- **Automated onboarding and offboarding.** Since adopting the Tray Automation Platform in 2021, Auctane had to accommodate onboarding and offboarding for 50 people per month following multiple acquisitions and mergers. Automating this process with Tray saved Auctane's automation engineers over 20 hours per month and its help desk and operations teams 10 hours per month. The organization also eliminated manual scripting, saving an additional 20 work hours per month.
- **Simplified workflow development.** The Tray Automation Platform gave Auctane various tools to empower its automation engineers. Tray's callable workflows and modular approach shortened development by 3x for moderate and less complex workflows.

CUMULATIVE NET BENEFIT



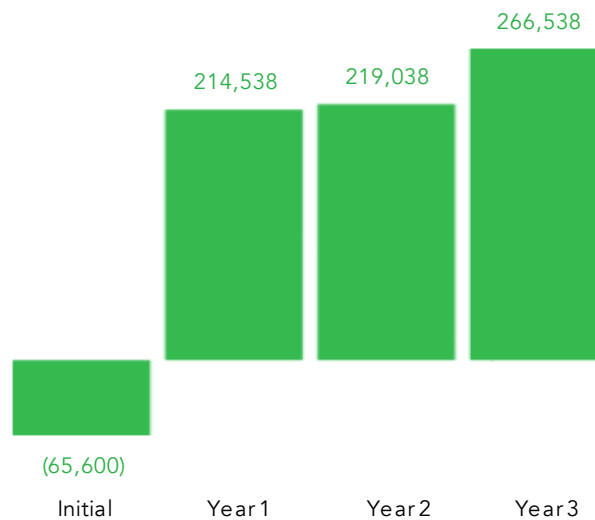
KEY COST AREAS

The largest cost area associated with Auctane's deployment was the subscription costs associated with the solution. Additional cost areas included training for the platform's users, and ongoing personnel time spent maintaining the platform.

LESSONS LEARNED

By adopting the Tray Automation Platform, Auctane unlocked a modular approach to workflow automation that empowered its engineers to do more with less. At the time of adoption, Auctane couldn't anticipate the rapid growth of users and found it incredibly lucrative to have an automation platform built to scale. Now, Auctane has the tools it needs to automate a wider variety of workflows without worrying about the cost and effort required to develop such automations. Examples of expanded automations include a text to voice workflow to simplify the development of new language interfaces, automatic groupings in zoom, and automatic call reporting.

NET CASH FLOWS



CALCULATING THE ROI

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

Direct benefits quantified include eliminated subscription costs for sunsetted solutions and avoided hires.

Indirect benefits quantified include improved productivity for automation engineers, time savings for code review, and time savings yielded from automating onboarding and offboarding processes.

FINANCIAL ANALYSIS

Auctane

Annual ROI: 356%

Payback period: 0.3 years

BENEFITS	Pre-start	Year 1	Year 2	Year 3
Direct	0	205,000	205,000	205,000
Indirect	0	86,538	86,538	86,538
Total per period	0	291,538	291,538	291,538

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
Total per period	0	0	0	0

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
Total per period	0	0	0	0

COSTS - EXPENSED	Pre-start	Year 1	Year 2	Year 3
Software	52,000	52,000	47,500	0
Hardware	0	0	0	0
Consulting	0	0	0	0
Personnel	0	25,000	25,000	25,000
Training	13,600	0	0	0
Other	0	0	0	0
Total per period	65,600	77,000	72,500	25,000

FINANCIAL ANALYSIS	Results	Year 1	Year 2	Year 3
All government taxes	45%			
Cost of capital	7.0%			
Net cash flow before taxes	(65,600)	214,538	219,038	266,538
Net cash flow after taxes	(36,080)	117,996	120,471	146,596
Annual ROI - direct and indirect benefits				356%
Annual ROI - direct benefits only				224%
Net Present Value (NPV)				299,087
Payback period				0.3 years
Average Annual Cost of Ownership				80,033
3-Year IRR				327%

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