



# The power of Tray

Real stories of automation and growth



**AVID**  
Property Group

**194% ROI**  
by deploying Tray

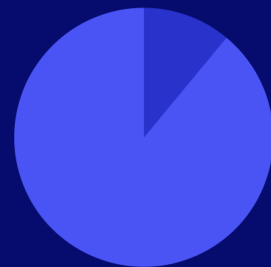


**CISCO**

**30+  
enterprise  
integrations**

in four weeks

LOW-CODE VELOCITY



**IBM**

**95%  
faster**

data flows



**airbnb**

**90%  
integration  
productivity  
boost**

DELIVERY EFFICIENCY

**eventbrite**

**100x  
reduction**

in support tickets

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# Introduction

Every automation journey begins with a challenge. It could be hours lost to repetitive tasks, disjointed processes draining revenue, or stakeholders frustrated by endless backlogs. The issues that drive organizations to seek automation are varied, but the outcome in these stories is always the same – transformative results.

In this collection of real-world stories, you'll see how diverse organizations have used the Tray Universal Automation Cloud to tackle their unique business challenges, improve efficiency, and drive growth. These stories highlight the versatility and power of Tray across different industries and use cases.

# Driving ROI with Tray

This chapter focuses on how leading organizations have achieved significant return on investment (ROI) by leveraging the Universal Automation Cloud. From cost savings to increased productivity, these stories showcase the financial impact of integrating and automating processes with Tray.

## Featured stories



AUCTANE

*"Our goal is to eliminate as many manual processes as possible, benefiting not only my team but other departments as well. With Tray, we can boost productivity across the organization and set every team up for success."*



**Ryan Pesta**  
Corporate IT Manager, Auctane

# AVID

## Property Group

### REVOPS

AVID Property Group is a renowned Australian property developer that prides itself on building exceptional residential communities in key growth precincts across the country.

## 1 Challenge

AVID's revenue reporting processes needed a significant overhaul to support their rapid business growth. Custom-built Salesforce and financial reporting solutions caused delays and errors, impacting their ability to manage their extensive \$5BN revenue pipeline effectively.

- Homegrown solutions, including Python scripts and Excel files, created latency and errors
- Changes to Salesforce objects and custom fields caused data and reporting errors
- Increasing data volumes delayed the data loading process into Google Cloud Platform (GCP)

"We had a convoluted process that involved integrating databases, writing Python scripts, and capturing data multiple times across multiple systems. This was creating a lot of digital clutter," explains Carmen Glenister, IT Enterprise Architect at AVID.

## 2 Solution

AVID implemented the Tray platform to automate and accelerate their sales reporting, creating dynamic workflows that could scale with their Salesforce volumes.

cut **data load time** to GCP by **73%**

Increased **synchronization frequency**  
by **4X+**

New workflows auto-detect and correct errors  
with Tray's **built-in auditing**

"Tray's user-friendly auditing capabilities made tracking and tracing issues a breeze," says Carmen.

## 3 Results

- Freed up IT team for strategic projects
- Significant time and cost savings
- Achieved a 194% ROI by deploying Tray, earning them the [Nucleus ROI Award](#).

## 4

## The Tray Edge

Built on a serverless architecture, the Tray platform delivers unparalleled scalability, allowing teams like the one at AVID to meet changing data demands confidently. Tray's built-in auditing and low-code builder made detecting and solving issues a quick and painless process, directly contributing to the high ROI that AVID achieved, earning them recognition from Nucleus Research, a global provider of ROI-focused technology research.

*"Our goal with automation is to minimize errors and the time spent on unfulfilling tasks. We're building a foundation for growth, and we chose Tray because it can scale with us."*



**Carmen Glenister**  
Enterprise Architect

# AUCTANE

## IT ONBOARDING

Auctane, the parent company to several world-class shipping and mailing brands such as ShipStation, Stamps.com, and ShipEngine, orchestrates the shipping and delivery of billions of orders annually.

### 1 Challenge

Experiencing rapid growth, Auctane faced significant growing pains around IT onboarding due to manual processes and disparate systems.

- Manual data entry for user provisioning was time-consuming
- Existing automation tools lacked scalability and required significant oversight
- Maintaining governance while enabling team-led automation was difficult

“We were onboarding up to 30 users a month using a hodgepodge of manual data entry, custom-built scripts, and different point-to-point automation solutions. We knew it wasn’t a scalable solution,” says the IT Manager at Auctane.



## 2 Solution

Auctane adopted the Tray platform to automate their IT onboarding processes, ensuring smooth integration of new systems and improving data accuracy. By integrating Okta with Salesforce, Zendesk, and JIRA, the team significantly reduced manual effort and improved efficiency across 10 business units.

- Automated IT onboarding processes
- Integrated diverse systems for seamless data flow
- Improved data accuracy and reduced manual effort

“Tray offers the flexibility and modularity we need to really accelerate the output of our small IT team. For instance, if we need a connector that’s not native to the Tray platform, we can leverage Tray’s connector builder to build custom integrations that support our partnership program. If we want to incorporate already-built workflows into a new automation, we can leverage Tray’s callable workflows functionality. It allows us to expand and refine processes without having to constantly reinvent the wheel.”

3

## Results

**30%** productivity **boost**

**3X** faster **delivery velocity**

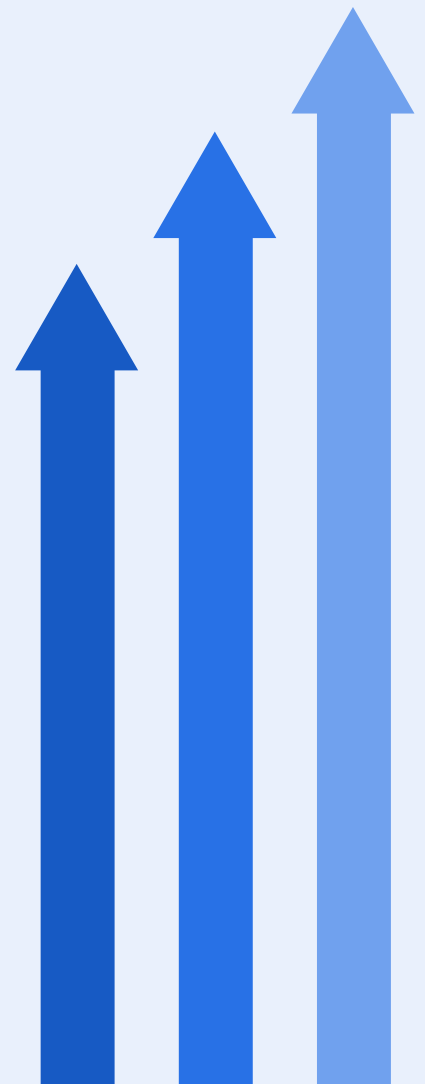
**356%** ROI within  
**three-and-a-half months**

**50 hrs** saved **per month**

*"Our goal is to eliminate as many manual processes as possible, benefiting not only my team but other departments as well. With Tray, we can boost productivity across the organization and set every team up for success." — IT manager*

## 4 The Tray Edge

Some of the best Tray stories come from small teams accomplishing big things. The ability to easily build custom integrations and reuse workflows was a game-changer for the Auctane IT team. With that level of flexibility and modularity, they were able to achieve as much as a team three times their size.



# Building for speed and efficiency

The twin engines powering business growth are speed and efficiency. This chapter highlights how top companies use the Universal Automation Cloud to transform their operations, reduce manual effort, and accelerate project delivery.

## Featured stories



*"The platform is truly changing how we work. So much of what we do would not be possible without the Tray platform."*



**Rick Martin**  
Full Stack Developer, NetApp



## REVOPS

Airbnb is an online marketplace where hosts offer unique homestays and experiences, making it possible for guests to connect with communities in a more authentic way.

### 1 Challenge

Airbnb needed to increase its operational velocity to support launching new business units and geographies. They faced significant limitations with MuleSoft, which was too complex and impractical for their growing integration needs.

- Required rapid connection and synchronization of multiple CRMs with regional ERP, billing, and payment systems
- Scarcity of developers within the organization
- MuleSoft was ill-suited for their needs due to customized business processes requiring code

“It was clear we needed to take a more modern approach to how we deliver integrations,” says an Airbnb Business Operations Lead.

## 2

## Solution

Airbnb adopted the Tray platform to deliver integrations quickly, enabling self-service business operations and freeing up developer resources.

Zero-code delivery **integrating Salesforce, Stripe, HubSpot, ERPs**

**40+** **automations** delivered across the organization

Automated **new customer creation** and **chargebacks**

Expanding to **automate RedShift reporting** and **Jira updates**

*"Tray's speed of innovation is astronomical."* — Business operations lead

## 3

### Results

- Accelerated delivery by 90%+
- Freed developers for strategic work

“Tray is a technically amazing product that turned an 8-week project into a week’s work and saved us hundreds of thousands in development resources.” —  
Business Operations Lead

## 4

### The Tray Edge

Today, one of the biggest competitive advantages businesses can have is speed. Since Tray gives business teams the power to integrate and automate without relying on developer resources, the team at Airbnb was able to crush their project goals in a fraction of the time it would have taken with MuleSoft.



## MARKETING OPS

NetApp is a global technology company specializing in data management and storage solutions for the cloud and on-premise environments.

### 1 Challenge

NetApp aimed to speed up automation initiatives across marketing and customer success using citizen-led delivery. Existing tooling lacked governance, collaboration, and flexibility to scale.

- Microsoft Power Automate was too limiting and didn't scale
- Poor collaboration between IT and business teams
- Delivery was too dependent on IT, creating a bottleneck

"We were dealing with integration headaches, errors, and painful manual work on a daily basis," says Rick Martin, Full Stack Developer



## 2

## Solution

NetApp built fusion teams composed of Tray certified builders, enabling faster project delivery with governance and flexibility.

**30+** enterprise automations  
delivered with a 5-person business-IT  
fusion team

**Faster project delivery** using **60+**  
Tray platform connectors

**Reduced customer churn** with better  
product usage data

**Cut manual work** and **increased  
project velocity** in marketing

## 3 Results

- Reduced customer churn
- Increased project velocity

“The platform is truly changing how we work. So much of what we do would not be possible without the Tray platform.” —Rick Martin, Full Stack Developer

## 4 The Tray Edge

The most impactful platforms in an organization eliminate silos rather than create them. Tray offers three distinct experiences—Tray Build, Tray Code, and Tray Chat—allowing everyone from front-line employees to business technologists and developers to build integrations and automate processes. Recognizing Tray’s collaborative potential, NetApp used the platform to significantly accelerate project delivery.

*“So many of our conversations end with ‘we can do that with Tray.’”*



**Rick Martin**  
Full Stack Developer



## REVOPS

Udemy helps companies stay competitive in the digital transformation of the workplace by offering fresh, on-demand learning paths powered by a content marketplace.

### 1 Challenge

Udemy aimed to accelerate their sales process and create a self-service system to capitalize on new market opportunities. Manual order-taking processes were slowing their sales cycles and cash collections.

- Tedious, labor-intensive processes slowed the sales cycle and led to errors
- Difficult to meet demanding bidirectional integration requirements between Salesforce and Netsuite
- Limited visibility into the order-to-cash (O2C) process

“We had entered a period of hypergrowth. Our O2C process was highly technical which resulted in efficiency issues as we scaled,” says Jing Chen, VP of Business Systems.

## 2

### Solution

Udemy leveraged the Tray platform to integrate Salesforce and Netsuite, automating their sales process and creating a smooth and efficient self-service system.

Integrated Salesforce and Netsuite for a **bi-directional sync**

Automated **self-service sales process**

Provided **360-degree visibility** for CS/sales to identify churn risks proactively

## 3

### Results

- Accelerated order-to-cash process
- Improved visibility into payment processes
- Freed up time for strategic initiatives

## 4 The Tray Edge

Udemy not only accelerated their O2C process but also went beyond typical O2C automation. By leveraging Tray's bi-directional sync capabilities to enhance customer records with payment information, they gained comprehensive visibility into their sales processes.

*"The Tray platform allows us to integrate two very important systems and achieve seamless and efficient workflows. We have also been impressed by how flexible and customer-centric the Tray team is."*

VP, Business Systems

# Defining enterprise innovation

For enterprises, innovation is key to staying competitive and reaching new heights. This chapter explores how leading companies harness Tray's unique capabilities to innovate and transform their operations. Learn how these organizations use Tray to create complex integrations, enhance customer experiences, and push the boundaries of what's possible.

## Featured stories

cvent



*"With the Tray platform, we've not only improved our deal velocity, but we've also improved our data hygiene. What used to take 12–24 hours in processing leads now takes only 14 minutes."*

Senior Manager  
Marketing Digital Transformation, Cisco



## EMBEDDED INTEGRATIONS

Cvent is a leading enterprise event management platform that provides software solutions for event planning, marketing, and management, including online event registration, venue selection, and attendee engagement.



### Challenge

Cvent faced critical limitations with its outdated integration solutions, impeding innovation and market scalability. The company urgently needed modern, scalable integration capabilities to support its expansion into new markets and maintain high customer satisfaction.

- Engineering team frustrated with limited flexibility and features of their legacy integration platform
- Faced complexity in managing a large volume of legacy integrations effectively, including issues with data synchronization and accuracy between various integrated systems
- Needed enhanced integration capabilities for Zoom, Webex, Marketo, Eloqua, and Microsoft Dynamics

“Our existing integration platform was no longer facilitating growth but hindering innovation. With a sales engineering team of 30 people, we urgently needed a solution that could evolve with us,” explained Stephen Smith, Director of Sales Engineering at Cvent.

## 2 Solution

Cvent chose Tray for its flexibility and speed, rapidly migrating integrations and enhancing customer experience.

**500+** legacy integrations  
migrated to Tray in under six months,  
**accelerating development**

**95%** **customer retention rate**  
achieved with enhanced integration,  
including key connectors like Microsoft  
Dynamics

Expanded into new sectors with  
tailored integrations, boosting  
**efficiency** and **customer satisfaction**

*“The transition to Tray was a game-changer for us,” said Smith. “We were able to expedite the development of critical integrations, from marketing automation tools like Marketo and Hubspot to vital platforms like Zoom and GoTo. This increased our efficiency, reinforced customer loyalty, and opened new market opportunities.”*

— Stephen Smith, Director of Sales Engineering



## 3 Results

- Increased operational efficiency and reduced dependency on extensive developer resources, contributing to cost containment
- Improved market agility and customer satisfaction by accelerating the rollout of new integrations and critical connectors

## 4 The Tray Edge

One constant in the tech world is change. That makes inflexibility a business liability. Tray's ability to rapidly migrate and manage a large number of integrations while maintaining high flexibility and scalability gave Cvent an incredible edge. While competitors struggle with complexity, Cvent embraces it, fully confident that they can tackle anything with Tray.

***"We have instances where we need things to be complex, and with Tray, we're not afraid of the complexity at all—in fact, we embrace it."***



**Stephen Smith**  
Director of Sales Engineering



## MARKETING OPS

Cisco is a leading designer, manufacture, and seller of networking hardware, software, and other products and services related to communications and information technology.

### 1 Challenge

Cisco needed to align its lead management process with its account-based marketing strategy. Reliance on IT for integration and managing business rules resulted in slow response times and invalid leads.

- IT bottlenecks impeded lead flow, hurting business performance
- Limited business logic resulted in significant invalid leads
- Suboptimal lead response time due to disparate point-to-point proprietary integrations

“Hot leads were taking about 15 minutes with very limited enrichment and colder leads took nearly 24 hours to route without any enrichment. Bad sales data impacted over 12% of their leads which harmed conversion rates,” says the Senior Manager, Marketing Digital Transformation.

## 2 Solution

Cisco launched a Virtual Demand Center on the Tray platform, rapidly delivering workflows that put the marketing team in control.

- Delivers low or no-touch sales motion with Virtual Demand Center
- Delivered 30+ workflows in 4 weeks
- Tray platform automations manage lead intake process, tagging, enrichment, scoring, insights, and routing

*"We were able to create a series of modular workflows to de-dupe, cleanse, enrich, and route leads to the appropriate sales teams, fast."*

## 3 Results

**60%** reduction in invalid leads

**80%** faster lead response time

**99%** faster demo conversion

## 4 The Tray Edge

With traditional iPaaS, complex and high-volume data processing can be an automation death sentence. Tray's modular callable workflow capabilities allows for parallel processing, so teams like the one at Cisco can dramatically speed up critical processes, such as lead lifecycle management. This capability not only enhances efficiency but also ensures seamless scalability and reliability, driving better outcomes for high-demand operations.

*“With the Tray platform, we’ve not only improved our deal velocity, but we’ve also improved our data hygiene. What used to take 12–24 hours in processing leads now takes only 14 minutes.”*

**Senior Manager**, Marketing Digital Transformation

# About Tray

Tray.ai offers a composable AI integration and automation platform that transforms AI into standout business performance. The Tray Universal Automation Cloud is an AI-ready platform that eliminates the need for disparate tools, enabling seamless integration and automation of complex business processes.

As enterprises strive for competitive advantage, our platform helps IT teams deploy AI effectively, connecting systems, automating processes, and integrating data to handle even the most demanding AI use cases. Built for high-change environments, Tray.ai excels in rapid prototyping, testing, and deployment.

Our platform supports all AI, integration, and automation initiatives from a single place. Developers benefit from a code-first, headless environment, freeing them from mundane tasks and allowing focus on business outcomes. The Tray Build IDE and AI Palette accelerate delivery for business technologists, providing easy access to 3rd party connectors and native AI capabilities.

For CIOs, Tray.ai offers the necessary safeguards and audit controls, with features like Merlin Guardian for data obfuscation and robust governance through our Enterprise Core. Tray.ai ensures flexibility, scalability, and security, empowering enterprises to leverage AI confidently and effectively.

# Tell us your story

Every automation journey begins with a challenge. The obstacles that organizations in this collection have overcome may resonate with those your team faces daily. Is it time to start your automation journey?

In this collection, you'll find inspiring success stories showcasing how Tray has transformed businesses across different industries and functions. These organizations have achieved remarkable efficiency, scalability, and innovation by opting for Tray.

Discover how Tray can tackle your business challenges and propel your growth. To learn more or to get started, reach out to us at [Tray.ai](https://tray.ai).