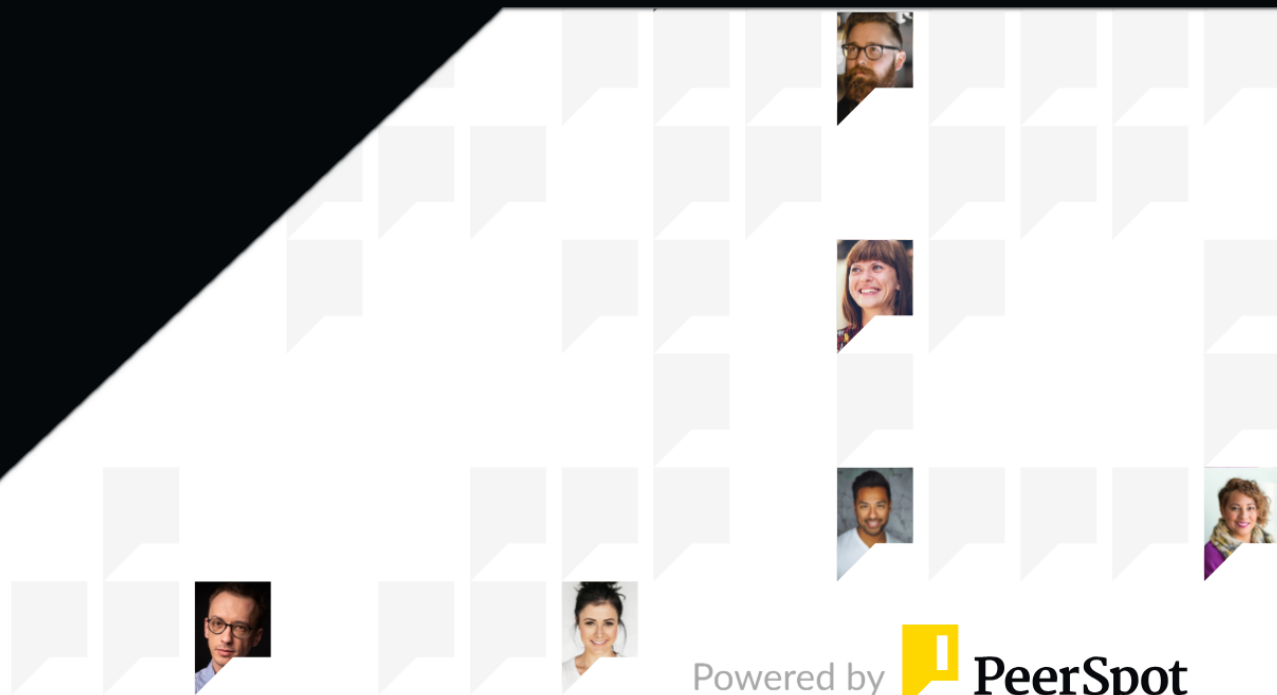


aws marketplace

Tray.io

Reviews, tips, and advice from real users



Powered by  PeerSpot

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Product Recap

 Tray.io

Tray.io Recap

Tray.io is an advanced integration platform that allows seamless connectivity between applications, designed to automate workflows and streamline business processes.

Tray.io provides an extensive library of pre-built connectors and powerful automation tools, making it easy for businesses to boost efficiency. Its drag-and-drop workflow builder enables integration without code, catering to both technical and non-technical users. Being highly customizable and scalable, Tray.io helps companies adapt quickly to changing requirements, ensuring smooth operations and effective data management.

What are the key features of Tray.io?

- **Visual Workflow Builder:** Offers an intuitive drag-and-drop interface for easy workflow creation.
- **Pre-built Connectors:** Extensive library allowing quick integration with popular apps and services.
- **Customizable Logic:** Lets users define conditions and logic that fit their business needs.
- **Scalability:** Supports growing volumes and complex automations smoothly.
- **Error Handling:** Efficiently detects and manages errors within workflows.

What benefits should users look for in reviews?

- **Improved Efficiency:** Automates routine tasks, freeing up resources for strategic activities.
- **Cost-effectiveness:** Reduces operational costs through smart automation.
- **Flexibility:** Adapts to business-specific processes and changes in scale.
- **Reduced Development Time:** Saves time with no-code integrations and pre-built connectors.

Tray.io is utilized across diverse industries such as e-commerce, where it integrates order management systems to provide seamless customer experiences. In marketing, it connects CRM platforms to enhance lead nurturing. In finance, it streamlines data flow between accounting software, improving financial reporting accuracy.

Valuable Features

Excerpts from real customer reviews on PeerSpot:



“During our three to six-month evaluation pilot, automating our student enrollment sync with Tray.io delivered proper operational improvements.”



Amrit Dash

Automation Engineer at a educational organization with 11-50 employees



“Tray.io has positively impacted my organization as it provides a trusted way to organize data results and share them throughout the company at once.”



Samuele Sois

Principal AI and Data Science Engineer at a manufacturing company with 10,001+ employees



“Tray.io has drastically reduced manual bulk operations across our data solutions and integrations teams, transforming multi-step manual data compares and script executions into turn-key event-driven or scheduled workflows.”



Melina Souza

Dev Ops Engineer at a outsourcing company with 201-500 employees

- ✓ “Tray.io has positively impacted my organization by eliminating a lot of the manual work that we were having to do daily.”



Verified user

Applications Analyst at a healthcare company with 1,001-5,000 employees

- ✓ “Tray.io has positively impacted my organization by reducing the amount of redundant tasks that our team performs by approximately 80%, and the numbers are quite significant with the workflows alone, as we are working towards creating and utilizing AI within these workflows as well.”



Verified user

IT Engineer at a consumer goods company with 51-200 employees

- ✓ “Tray.io has positively impacted my organization by helping us keep our internal database and this third-party service in sync, and it has really helped us automate a lot of that work because it is fairly straightforward to maintain and develop.”



Verified user

Operations Analyst at a tech vendor with 51-200 employees



“Tray.io has positively impacted my organization by helping to manage webhooks easily and workflows easily, and it has improved collaboration so that other clients can use webhooks.”



Verified user

Software Engineer at a tech vendor with 1,001-5,000 employees

What users had to say about valuable features:

“I appreciate that Tray.io is low-code automation, meaning you do not have to be an expert in JSON to understand the components and create automations.

The best features that Tray.io offers include a lot of API connections, and we use it for Slack, with Airtable being our data and low-code database that also handles automations, where we store information. You can also connect to G Suite and many different types of environments that can be automated..”

Verified user

IT Engineer at a consumer goods company with 51-200 employees

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“The best features Tray.io offers are debugging, detailed instruction, multiple webhook configuration, workflow items, and flexibility to add logics.

“Out of those features, I find myself using logic and debug the most, and they have been the most valuable in my day-to-day work.

“Tray.io has positively impacted my organization by helping to manage webhooks easily and workflows easily, and it has improved collaboration so that other clients can use webhooks..”

Verified user

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Software Engineer at a tech vendor with 1,001-5,000 employees

“The best features Tray.io offers include excellent visualization capabilities and a dashboard, which stand out to me the most.

I appreciate that it is very easy to convert the data we receive from Tray.io into dashboards from Power BI, which is extremely useful. I would also appreciate if in the future Tray.io provides a way to natively convert the data to Tableau.

Tray.io has positively impacted my organization as it provides a trusted way to organize data results and share them throughout the company at once. As a multinational and very large company, it is definitely beneficial that those of us in the UK can use the same format that colleagues use in India, and the entire data architecture is framed within a trusted system from an established organization. As far as I know, Tray.io has been operating for the last 12 years, making it a very reliable system..”

Samuele Sois

[Read full review](#) 

Principal AI and Data Science Engineer at a manufacturing company with 10,001+ employees

The best features Tray.io offers include the visual workflow builder and HTTP client blocks that enable rapid prototyping and deployment of complex API interactions, including raw HTTP requests, data mappers, and dynamic token generation. I also appreciate Tray Forms that allow us to create self-serve import forms, such as menu MDR forms, rate updates, and cost updates, which empower non-technical users and client partners to trigger automated ingestion pipelines safely. Additionally, callable workflows and subroutines are essential for modular architecture design, allowing us to build single-purpose, reusable workflows that can be triggered by parent workflows.

Coupled with our Looker analytic dashboards, the visual workflow builder and HTTP client blocks are a hugely underrated combination. This allows us to remove technical operation teams from middleman tasks by giving non-technical staff or clients a safe UI to submit CSV updates that execute complex API loops under the hood. .”

Melina Souza

Dev Ops Engineer at a outsourcing company with 201-500 employees

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“The best features Tray.io offers include the drag-and-drop workflow builder that makes it a lot easier, and I think the automation capabilities are good. However, I feel that we would like it to be a little bit better, but we are making it work.

“Tray.io has positively impacted my organization by eliminating a lot of the manual work that we were having to do daily. It has given our team opportunities to work on different projects, and the automation that Tray.io provides saves us a lot of time and solves some of the issues that we were having prior to using it.

“I use the drag-and-drop builder across the board; we do the same process for all of our workflows that we have, so it is not one in particular that stands out. All of our workflows are pretty much the same: look at this, bring back this, bring back that, send it to here so that we can send it over to this system. We try to keep it as simple as possible..”

Verified user

Applications Analyst at a healthcare company with 1,001-5,000 employees

[Read full review](#) 

“In our specific use case, several features stood out particularly strong from Tray.io. There is a robust loop and data helpers when dealing with large datasets of student data. The payload structures are rarely flat; we would have nested objects throughout. Tray.io offers highly capable helpers that allow for detailed data manipulation, making the passing of nested JSON data much simpler and easier. There is comprehensive error handling and branching for business-critical workflows such as student enrollments; an important feature is that Tray.io allows us to configure advanced error handling paths for individual steps within a workflow. We can easily set up a try-catch block to define exactly what should happen when API calls fail, and based on that, we can set up the route to alert the team via Slack, which is what we are currently doing. The connector SDK is also very nice; it has a large library of pre-built connectors that can connect a lot of proprietary internal tools directly into Tray.io, allowing the developer to build, test, and deploy custom connectors using Node.js and integrate the data directly into Tray.io.

“During our three to six-month evaluation pilot, automating our student enrollment sync with Tray.io delivered proper operational improvements. We reduced our manual data entry and verification work for the operations team by approximately 10 to 15 hours per week during peak registration periods. There were fewer system errors because the system-to-system data mismatch errors were reduced to near zero during our test runs. There were still issues where the student entered the wrong input; these cases were being tracked using error handlers. The pilot proved that automated near-real-time sync was feasible for our infrastructure, helping shape our long-term automation and data integration strategy..”

Amrit Dash

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Automation Engineer at a educational organization with 11-50 employees

Other Solutions Considered

“Previously, we attempted to develop an in-house solution as a company proprietary system, but we failed to achieve a good standard and quality level with that approach. We therefore looked for an established solution..”

Samuele Sois

Principal AI and Data Science Engineer at a manufacturing company with 10,001+ employees

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“A few options were evaluated before choosing Tray.io, but I cannot recall which ones were proposed to me because Tray.io was identified as the most valid option since the very beginning..”

Samuele Sois

Principal AI and Data Science Engineer at a manufacturing company with 10,001+ employees

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“I found that Zapier is the only real similar platform to Tray.io, though in terms of scalability, Tray.io is the better option. Zapier does offer a free tier, but it does not meet the demands of a scaling company..”

Verified user

IT Engineer at a consumer goods company with 51-200 employees

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ROI

Real user quotes about their ROI:

The ROI is clear, as it eliminates hundreds of engineer hours required to build and maintain custom integration connectors, while empowering client partners to manage complex data ingest self-sufficiently.

Melina Souza

Dev Ops Engineer at a outsourcing company with 201-500 employees

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“I estimate that we save over 40 hours a week thanks to Tray.io's automation, as it has even eliminated a position on our team because that person was no longer needed once we started the automations..”

Verified user

Applications Analyst at a healthcare company with 1,001-5,000 employees

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“I have seen a return on investment as the company has been renewing the product for the entire 19 months we have been using it, which indicates that trust is high and they likely see value and advantage in using the system. There are no complaints in this regard..”

Samuele Sois

Principal AI and Data Science Engineer at a manufacturing company with 10,001+ employees

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Use Case

“My main use case for Tray.io is webhook functionality. We send webhooks from our application to Tray.io and then run workflows from Tray.io to our different use cases to send data to multiple other applications..”

Verified user

[Read full review](#) 

Software Engineer at a tech vendor with 1,001-5,000 employees

“Tray.io's main use case for my organization is workflow automations related to user onboardings, license reconciliation, and a myriad of other tasks to improve redundant processes.

An example of a workflow that I automated with Tray.io was during a user email migration where this specific workflow would place individuals being migrated from an offshore email address to our corporate email address into a Slack message saying, 'Hey, we're getting you onboarded with a new email address', and putting them in a specific Slack channel, involving a lot of webhooks and communications..”

Verified user

[Read full review](#) 

IT Engineer at a consumer goods company with 51-200 employees

Tray.io serves as the core iPaaS orchestration and data ingestion engine between our primary system and numerous external platforms such as ad servers like GAM, FreeWheel, Flitepath, Facebook, ERPs like SAP S/4HANA, and custom reporting MDR workflows.

We use Tray.io for scheduled daily reporting data imports, as our adjuster report trigger that runs at 2:00 AM New York time. Tray checks for active integrations, makes automated API calls to pull reporting CSVs, processes JWT tokens, transforms payloads, and ingests actualized billing and track data back into our databases and Looker analytics. .”

Melina Souza

Dev Ops Engineer at a outsourcing company with 201-500 employees

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“My main use case for Tray.io is to conduct A/B testing for marketing initiatives that the company has undertaken. We test the deployment of different campaigns across similar cohorts and evaluate which one performs better.

Tray.io fits into my A/B testing process by analyzing the number of words used by consumers in comments and the number of times they stopped campaign videos at specific points. Through this analysis, we can investigate the attention levels of users and determine what thoughts are elicited by the campaign.

I have found that the error management in my main use case with Tray.io is not as effective as we would prefer. We would appreciate having a way to recycle cases that do not carry much value. Every user is precious in their own way, and even if a user does not provide much information, we would still value the ability to extract some information from those boundary cases..”

Samuele Sois

Principal AI and Data Science Engineer at a manufacturing company with 10,001+ employees

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“My main use case for Tray.io is creating workflows to work with our Zendesk and our other application services.

“A specific example of a workflow I have set up with Tray.io is that we use our employee tracking system to bring that information over to Zendesk every time an employee is hired or updated. One in particular would be signature change updates for their emails; when they make a change with HR, Tray.io provides the information over to Zendesk for our Zendesk ops team to make those changes.

“Setting up that workflow presented some challenges; Tray.io is not necessarily the easiest platform to work with. We have been using it for a while, and some were set up before I started with the company, so tweaking them can take a little bit of work. It is quite a learning curve even with their academy, but once we get it up and going, it functions fine. The biggest issue we have with Tray.io is that it runs out of memory space and does not process all of our workflows.

“If it is not just those basic things, it is primarily the system we use to communicate between all of our other systems..”

Verified user

[Read full review](#) 

Applications Analyst at a healthcare company with 1,001-5,000 employees

“We used and evaluated Tray.io for approximately three to six months during a proof of concept evaluation phase. During this period, our engineering and operation teams utilized the platform to build high-volume data integration pipelines, specifically syncing student enrollment data between our student information system and the LMS system that we have. While we ultimately decided to consolidate our day-to-day automation needs on Make due to its lower barrier to entry and visual ease for non-developers, our time with Tray.io gave us a solid understanding of its enterprise-grade capabilities and structure.

“Our primary use case during our evaluation of Tray.io was automated student roster management and enrollment synchronization. Specifically, we needed to ensure that when a student registers for a course on our platform, their profile gets updated, and course access to the particular subject is also done across our internal database as well as our LMS systems. A specific example would be that we set up a workflow which would handle batch updates between our core student database that was running on Supabase in Postgres and our LMS system, which was using a version of Canvas during that time. The workflow operated as follows: when a dual trigger is queried, our database is queried at a specific time at night, maybe around 12:00 a.m. or 1:00 a.m., to fetch all the new student registrations and course changes that were done in the last 24 hours. Then, Tray.io received the data as a nested JSON payload. Using the Tray loop helper, the workflow iterated through each student record to map a field in each specific column for student ID, email, course name, and role based on the format required in the LMS API. The logic that was built handled different user roles; if a record indicated a teaching assistant, the workflow sent them specific permission in the LMS, and if it was a standard student, they would be assigned the standard access.

“The workflow sent formatted data to the LMS API so that we could create or update enrollments. If an API call failed due to any issues such as invalid email format, Tray.io's error handling branch caught the failure, isolated this specific record, and sent us a notification in our Slack channels with the error details, allowing us to manually fix it while the rest of the batch could sync without any interruption..”

Amrit Dash

Automation Engineer at a educational organization with 11-50 employees

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“Tray.io is deployed in my organization on a public cloud. We use Tray.io itself, so there is no specific deployment. I did not purchase it myself. I think it was purchased directly from Tray.io..”

Verified user

[Read full review](#) 

Software Engineer at a tech vendor with 1,001-5,000 employees

Customer Service and Support

“I have never used the customer support for Tray.io because the software is very easy to use and we never needed to contact support. However, I can tell you that the support provided through newsletters and update bulletins is quite good..”

Samuele Sois

Principal AI and Data Science Engineer at a manufacturing company with 10,001+ employees

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Other Advice

“My advice to others considering Tray.io is to trust the process because once the installation is complete, it is extremely easy to deploy and set up.

I have rated this product an eight out of ten..”

Samuele Sois

Principal AI and Data Science Engineer at a manufacturing company with 10,001+ employees

[Read full review](#) 

“I give Tray.io an eight out of ten rating mostly because of how it is developer-centric and lacks a low-code platform and the pricing. The reduction in manual data tasks had a direct positive impact on our team's daily focus. Instead of spending hours manually cross-referencing registration spreadsheets and troubleshooting discrepancies between our student databases and the LMS, our operation team directed their time towards high-priority student support. Specifically, during busy intake periods, they were able to focus on resolving complex student billing inquiries, improving onboarding material, and handling edge cases for registration requests much faster. The platform is definitely a value and worth considering for implementation..”

Amrit Dash

Automation Engineer at a educational organization with 11-50 employees

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“Honestly, I am not sure that we have used anything that really shows how AI helps us with Tray.io at this point. We are still at the basic level of just doing the

very basics and have not used any AI features on it to really improve it.

“My advice to others looking into using Tray.io is that when you are getting ready to start using it, make sure that you are aware of the technical capabilities of the person that will be administrating it to ensure it matches the work that needs to be done. I would also say that if there are any automated workflows that AI can provide with Tray.io, that would be great to know because we are not necessarily using that; we do it all manually.

“I provided a review rating of five for Tray.io..”

Verified user

Applications Analyst at a healthcare company with 1,001-5,000 employees

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“I rate Tray.io an eight out of ten overall.

“I gave Tray.io an eight out of ten because of minor improvements needed, some feasibility to manage and configure solutions, and a need for more flexibility to make it a ten.

“Regarding Tray.io's AI capabilities, I have not used them.

“I have not used Tray.io's AI capabilities regarding accuracy and reliability of output, but when I did use it, it gave me the results.

“My advice to others looking into using Tray.io is to consider it, as it is a good tool that people can use. I gave this review a rating of eight out of ten..”

Verified user

Software Engineer at a tech vendor with 1,001-5,000 employees

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My advice for others looking into using Tray.io is to modularize earlier. I recommend not building massive monolithic workflows, but rather creating single-purpose callable workflows and triggering them from parent workflows. Use environment configurations and never hard-code credentials, tokens, or base URLs inside individual connectors. Use account-level configuration data with environment prefixes and design for rate limits. If calling external APIs with strict rate limits, implement batching, pagination, and queue locking mechanisms to prevent queue overloads or HTTP timeout spikes.

When we started using Tray.io, our primary challenge was automating high-volume, multi-tenant ad server delivery reports, campaign synchronizations, and manual CSV imports without forcing engineering to build custom code for every client integration. Tray.io was selected to provide a flexible visual automation platform capable of handling webhooks, complex data transformation, and HTTP endpoint orchestration across both internal workflows and client-facing embedded workspaces. Tray.io has been excellent for that purpose and remains highly stable. I would rate this product an overall 8 out of 10. .”

Melina Souza

Dev Ops Engineer at a outsourcing company with 201-500 employees

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“I would rate Tray.io overall about a seven, give or take, with a consideration of seven and a half. I chose seven for my rating mostly for cost-related reasons as I would not really recommend it for smaller companies or startups. Zapier would be a more beneficial solution for those, but if you are looking to scale up, I think it is worth the price, which is the only reason I would give it a seven rating. My overall review rating is seven.

The learning curve for new users on Tray.io is somewhat noticeable, as when you first log on having never used a low-code platform, you need to take the time to really learn how the workflows are deployed and how to connect everything.

However, once you are using it every single day, it is quite easy to catch up, though there is still a bit of a learning curve.

Tray.io integrates fairly well with our existing tech stack, as we utilize Okta, Slack, [Google Cloud](#) platforms, [AWS](#), and a multitude of software-as-a-service applications, and Tray.io automates many of these. From my experience alone, it helps with onboardings, offboardings, and title changes..”

Verified user

IT Engineer at a consumer goods company with 51-200 employees

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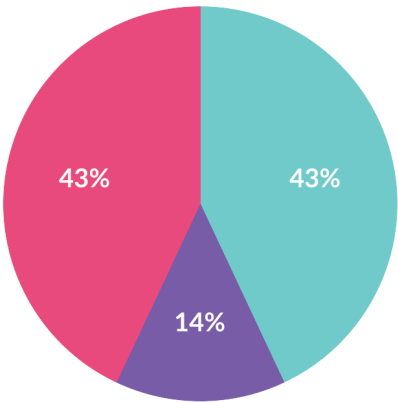
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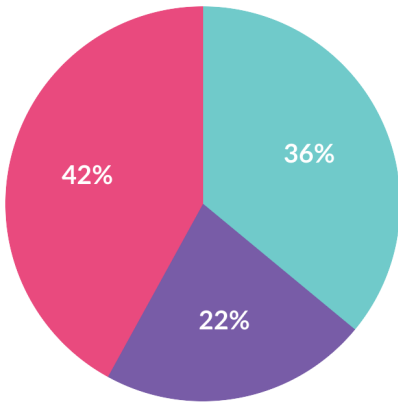


Company Size

by reviewers



by visitors reading reviews



Large Enterprise Midsize Enterprise Small Business

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