# Tray.io

<https://www.gartner.com/reviews/market/enterprise-integration-platform-as-a-service/vendor/tray-io/product/tray>

Not for the average business user unless you build snippets for end-users. Great selection of APIs. Wide range of operations for most connectors. Some feature exist (like SQL editing) exist for some but not all connectors

We use Tray both internally to build cross-system automations and externally to provide integration solutions for our customers. With Tray, I'm able to build and test workflows quickly and with actual no engineering experience. The platform has a great UI for workflow building and monitoring, with little training needed to understand the fundamentals to get started. I would recommend Tray to any SaaS platforms looking to scale up their system integrations without building out a whole product and engineering team dedicated to the effort full-time. A technical product manager or business analyst can build out time saving and customer acquiring workflows with confidence and speed

# Why did you purchase this product or service?

* Create internal/operational efficiencies
* Improve customer relations/service
* Cost management
* Drive revenue growth
* Drive innovation
* Improve business process agility
* Reduce time to market

# What were the key factors that drove your decision?

* Breadth of services
* Product functionality and performance
* Strong consulting partnership
* Strong services expertise
* Product roadmap and future vision
* Strong customer focus

# Which other vendors did you consider in your evaluation?

* Informatica
* Workato
* Celigo
* TIBCO Software (Scribe Software)
* Jitterbit
* SnapLogic
* Boomi
* Integromat
* MuleSoft

# Products integrated

Salesforce, Xero, Google Suite, Slack, PostgreSQL