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# TRAY EMBEDDED EXPANDS SOLUTION FOR SOFTWARE COMPANIES

ANALYST

Nick Grizzell

## THE BOTTOM LINE

Tray.io recently expanded its Tray Embedded solution, designed to enable software companies to provide embedded integration directly within their products. The broadened solution now comprises Tray Integration Manager and Tray Native, which enables product, sales, and services teams across software companies to deliver custom or self-service integrations to their customers, all on one platform, mitigating the need for significant development or professional services resources for delivery. The expansion aims to push Tray Embedded further into software and services organizations as initial use cases have proven to be successful.

## OVERVIEW

Recently, Tray.io expanded the Tray Embedded to empower software companies to easily enable their customers to integrate and automate their stack with the ISV's own commercial product.


Tray Embedded is built on the Tray Platform, which provides a low code API-first integration and automation tool that is simplified for business-level users yet advanced and scalable for developers. Tray Embedded enables a single platform for sales, services, and product teams that supports various integration delivery models through a workflow builder and a library of SaaS connectors. Services teams at software companies can deliver custom integrations directly to customer data using newly announced Tray Integration Manager. In contrast, product teams can provide self-activated end-user integrations and integration marketplace directly with their product, using Tray Native.

Tray Embedded allows software companies to offload all ongoing infrastructure management related to integration, as the solution offers a rapid deployment that scales on-demand to handle large volumes of data and requests. The serverless platform enables elastic scalability, which eliminates the need to provision resources as demand is met automatically. Tray.io's compliance extends to SOC 2 Type 2, HIPAA, GDPR, and CCPA, which will also be attractive to software companies.

Tray Embedded provides software companies with pre-built connectors to streamline integration delivery. Their low-code workflow builder UI has also received updates to improve the overall experience for services and product teams to develop integration workflows collaboratively. For product and engineering teams, Tray Native enables development teams to create self-activated integration capabilities for reusable integrations with a low-code designer. Furthermore, teams can embed a configurable white-label Configuration Wizard into their product that enables their end-users to self-activate any integration using a UX that handles authentication, parameters, and other configuration, step-by-step.

Developers can connect directly to REST, SOAP, or GraphQL API and use triggers to deploy automated workflows within a customer's applications, while the Tray Embedded API provides fine-grained control around embedding.

For Sales and Services teams, Tray Integration Manager makes it easy to map data between applications with conditional logic and data transformations without any coding, create reusable templates, and deploy these solutions to customers. Moving forward, machine learning and automation will be a point of focus within the Tray Platform as the platform evolves, for example, the machine learning algorithm will predict the path to accelerate the configuration of a workflow without the need to consult developers.



Tray has put significant investment into enablement with Tray Embedded, with best practices guides, in-app customer support, customer success engineers, and Tray Academy learning management systems to accelerate time to productivity of Sales, Services, and Product teams.

## **BENEFIT TO SOFTWARE COMPANIES**

Tray Embedded was initially launched a little over one year ago and has already seen significant success with software companies. In the current economic environment, software companies are focused on retention and driving customer value. They are also focused on maximizing resources and margins. With end-customer stack complexity continually increasing, software companies are struggling to connect their customers' stacks to their platforms, without incurring a high services burden, or allocating a growing portion of their product team to servicing customer integrations. In larger software companies, meeting a growing prospect and customer integration workload can equate to dozens of FTEs spread across products, services, support, and sales teams.

Integrations are often delivered ad hoc, using hand-coded scripts that are often brittle and hard to maintain. In other cases, software companies use third-party tools that are not designed to be embedded, which exposes a fragmented user experience that is not consistent with their brand.

Tray Embedded enables software companies to accelerate their go-to-market around integration, using low-code, a rich set of connectors, while ensuring they can provide consistent, usable, end-user experience. In addition to accelerating integration delivery, software companies can look to Tray Embedded as a way to drive customer retention, maximize services margins, as well as conserve valuable developer resources who can instead focus on core platform innovation. Product teams who deploy Tray Embedded can use the key metrics and insights for how their customers are using integration to identify whether there are areas for improvement.

Services teams can expect improved productivity around integration, not only by using a low-code tool to deliver integrations but through access to customer success resources, such as Tray Academy, that provide a learning environment. Through Tray.io's one-platform approach across Sales, Service, and Product teams, software companies can also create an integration innovation pipeline using Sales prototypes to jumpstart Services integrations. Users can turn commonly used integrations delivered by Services into productized offerings, thus increasing reusability.

## CONCLUSION

Software companies are facing an increasing demand to provide integration directly within their products to their customers' stacks and is a key driver of customer retention and expansion. Tray.io's traction providing a solution to this rapidly growing segment of the market is primarily due to their low-code architecture and SDKs that enable fast and flexible embedding, their modern serverless architecture, and strong security and usability. In 2020, integration platforms and data mapping tools will see an influx of new customers as more companies migrate to cloud-based solutions and seek to connect data and applications in an increasingly work-from-home culture that demands new processes. Software providers must respond by ensuring strong integration functionality as part of their offerings. Tray Embedded is ahead of the curve to meet this demand, as competitive platforms like MuleSoft and Dell Boomi are taking note of the transition within the market.

As mentioned in the 2020 iPaaS Technology Value Matrix, leaders among integration solutions will be platforms that support users from developers to integration specialists, to citizen integrators without compromising a solutions performance, usability, or functionality (Nucleus Research u88 – *iPaaS Technology Value Matrix 2020* – July 2020). For software companies looking to add integration to their stacks, iPaaS solutions that are code-heavy or provide limited white-labeling capability will lead to slower development cycles and impact end-customer satisfaction. Tray Embedded eliminates the need for software companies to choose between different integration tools and technology for different teams, or compromise by providing full capabilities for both custom and embedded integration solutions in one platform. Moving forward, Tray.io is well-positioned to lead this rapidly growing segment of the iPaaS market.