ToolGPA

NOVEMBER 2026

Alloy Automation

The Insider's Guide

Integration platform for internal workflows and embedded integrations



Every plan, grade, refund rule and rival among automation tools, read from Alloy Automation's own pages.

Made by Alloy Automation · checked Nov 13, 2026 · toolgpa.com

2.0
GPA

AlloyAutomation

Build AI Agents Fast.

Contents

01 Welcome
What it is, who it suits, its grades and the ten things to know first

02 What it costs
Every plan, the free plan, ways to pay less and how prices have moved

03 What it does
Its main features, where it runs, what it works with and who makes it

04 Where it stands
Its grades against its category, and whether to keep it or make your own

05 The alternatives
The tools it is most often weighed against, side by side

06 Quick answers
The questions people ask about it, each answered in a line or two

07 About ToolGPA
Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Alloy Automation's own pages, its app-store listings and our grades. Every fact in it is on Alloy Automation's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

2.0

GPA, above 26 of the 134 other automation tools we grade

Alloy Automation is an integration and automation platform with two products on one system: Flow for internal workflows and Embedded for integrations that SaaS companies offer to their own customers. It lists more than 350 prebuilt connectors on every plan, and pricing is by custom quote.

To get you started, here are **7 things to know about Alloy Automation**, taken from its own pages and our grades.

> "
>
> **Building flows and embedded integrations takes developer time.**
>
> From our grade for ease of use

1 **Best for integrations a SaaS company offers its customers**

Pricing is by custom quote and there is no free plan or trial.

2 **It runs on Web**

Web.

3 **Alloy Flow**

Internal workflow automation for connecting business systems, built on the same infrastructure and connectors as Embedded.

4 **Alloy Embedded**

Embedded iPaaS that lets a SaaS product ship native integrations to its customers, including multi-tenant setups and white-labeling.

5 **350+ prebuilt connectors**

Connectors are included on every plan, with NetSuite, SAP S/4HANA, Microsoft Dynamics 365, Shopify, Salesforce and Workday among those named.

6 **A 2.0 GPA, above 26 of 134**

That is against the other automation tools we grade, on value, the free plan, features, ease of use and platforms.

7 **Keep it**

To replace Alloy Automation you would be making connections to other products, each kept working as those products change. That is not a weekend's work, with an AI app builder or without one.

Alloy Automation at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Alloy Automation	CATEGORY Automation
OUR GRADE 2.0 GPA, fair	

The report card

Best for integrations a SaaS company offers its customers

Alloy has two products on one system: Flow for internal workflows and Embedded for integrations a SaaS company ships to its own customers, with 350+ connectors on every plan. Pricing is by custom quote and there is no free plan or trial.

TOOLGPA REPORT CARD

Alloy Automation

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No prices are published and the page asks you for a custom quote, so it sits in the middle by default. Volume discounts are mentioned without figures.
Free plan and trial	F	No free plan and no trial on record, so you pay before you see it.
Features	B	Workflows, embedded integrations, 350+ connectors, an API, MCP and error handling. Nothing in the listing shows a gap in the core job.
Ease of use	C	No store rating on record. Building flows and embedded integrations takes developer time.
Platforms and integrations	B	Web, an API and MCP, with connectors for NetSuite, SAP, Salesforce, Shopify and more. No desktop or phone app.

Grade point average — Fair, out of 4.0 **2.0**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Alloy Automation is for

- ✓ Fits if you run a SaaS product and want to ship customer-facing integrations
- ✓ Makes sense if you want internal workflows on the same connectors

Who it is not for

- ✗ Skip it if you want a price: the pricing page asks you to contact the team
- ✗ Skip it if you want to try before paying, as there is no free plan or trial listed
- ✗ Not for you if you are an individual wanting a simple Zapier-style automation
- ✗ Watch out: discounts rise with volume, but the page gives no tiers

Good to know

Good for

- ✓ SaaS companies that want to ship integrations to their customers
- ✓ Ecommerce and operations teams connecting ERP, store and finance systems
- ✓ Teams building AI agents that need access to business tools

Worth knowing

- ⓘ No prices are published: the pricing page asks you to contact the team for a custom quote.
- ⓘ The page says discounts rise with volume, but it gives no tiers or figures.
- ⓘ No free plan or free trial is listed on the pricing page.

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

Alloy Automation's current pricing could not be confirmed from its own site.

> **No prices are published and the page asks you for a custom quote, so it sits in the middle by default.**
>
> From our grade for value for money

We could not confirm Alloy Automation’s current prices from its own site, so this guide lists no plans. runalloy.com has them.

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Integration platform for internal workflows and embedded integrations. Here is what it does, as its own site describes it, and what it covers: public API, workflow automation, AI agents.

> **Nothing in the listing shows a gap in the core job.**

From our grade for features

Alloy Flow

Internal workflow automation for connecting business systems, built on the same infrastructure and connectors as Embedded.

Alloy Embedded

Embedded iPaaS that lets a SaaS product ship native integrations to its customers, including multi-tenant setups and white-labeling.

350+ prebuilt connectors

Connectors are included on every plan, with NetSuite, SAP S/4HANA, Microsoft Dynamics 365, Shopify, Salesforce and Workday among those named.

MCP and agent tooling

The site lists MCP and an agentic toolkit for connecting AI agents to business systems, alongside a Connectivity API.

Error handling and logging

Capabilities listed on the platform page include error handling, logging, on-premise support and bespoke customizations.

Where it runs

Web

What it works with

NetSuite
SAP
Microsoft Dynamics 365
Shopify
Amazon
ADP
ServiceNow
Salesforce

Alloy Automation is made by Alloy Automation.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

26/134

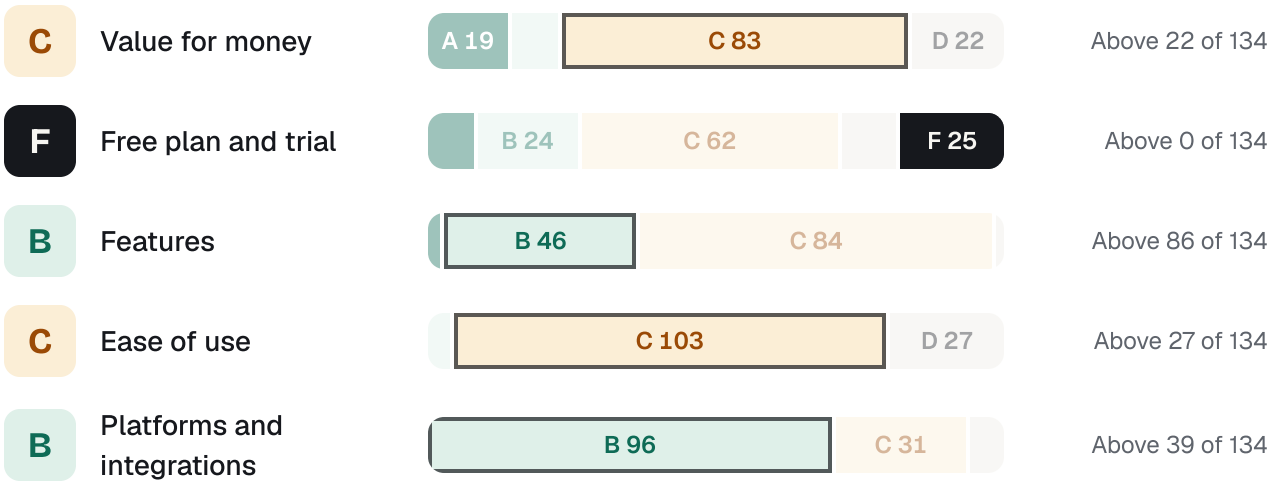
Other automation tools it is graded above

Alloy Automation's GPA of 2.0 is higher than 26 of the 134 other automation tools we grade, and level with 27.

It stands best on features (B, above 86 of 134) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 135 automation tools we grade, cut by the letter each got. Alloy Automation's own letter is outlined.



Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace Alloy Automation you would be making connections to other products, each kept working as those products change. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 81 of the 134 other automation tools grade higher.

What you could not

- ✕ Connections to other products, each kept working as those products change.
- ✕ An AI agent, with the models and the safeguards behind it.
- ✕ The depth: we grade its features B, which means it covers the whole job.

What this rests on. Alloy Automation's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Workato, Celigo, Boomi, Prismatic and Paragon

The 5 tools Alloy Automation is most often weighed against, with where each one differs from it.

2.0 GPA

Workato

Paid

Enterprise integration and automation platform with AI agents.

Alloy Automation and Workato compared in full

2.4 GPA

Celigo

Free trial

Integration platform with AI agents, EDI and API management.

Alloy Automation and Celigo compared in full

2.2 GPA

Boomi

Free trial · from $99/mo

Integration, API management and AI agent platform.

Alloy Automation and Boomi compared in full



1.8
GPA

Prismatic

Free trial

Embedded integration platform for B2B software companies.

- Alloy Automation also covers AI agents.

Alloy Automation and Prismatic compared in full



2.2
GPA

Paragon

Free trial

Integration infrastructure for customer-facing integrations.

- Alloy Automation also covers AI agents.

Alloy Automation and Paragon compared in full

Quick answers

The questions people ask about it, each answered in a line or two

11

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Alloy Automation free?

No. Alloy Automation is a paid product.

What platforms does Alloy Automation work on?

Alloy Automation is available on Web.

Does Alloy Automation have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Alloy Automation is listed for Web.

Does Alloy Automation have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Alloy Automation is listed for Web.

Is Alloy Automation open source?

Alloy Automation is not described as open source on its own site, as read on Nov 13, 2026.

Does Alloy Automation have an API?

Yes. Alloy Automation offers a public API, according to its own site.

What does Alloy Automation integrate with?

Alloy Automation's listing names NetSuite, SAP, Microsoft Dynamics 365, Shopify, Amazon, ADP, ServiceNow and Salesforce.

Who makes Alloy Automation?

Alloy Automation is made by a company of the same name.

What are the alternatives to Alloy Automation?

The closest alternatives to Alloy Automation in our directory are Workato, Celigo, Boomi, Prismatic and Paragon.

How does Alloy Automation compare with other automation tools?

Alloy Automation's GPA of 2.0 is higher than 26 of the 134 other automation tools we grade, and level with 27.

Could I make my own version of Alloy Automation?

To replace Alloy Automation you would be making connections to other products, each kept working as those products change.

Where this guide comes from

The prices, plans, platforms and features were read from Alloy Automation's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Alloy Automation's own pages on 13 November 2026. Its pricing page needs JavaScript to show text, so we carried on from the listing. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Alloy Automation. Prices change, so check runalloy.com before you buy.

runalloy.com/pricing/

runalloy.com

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at toolgpa.com.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Alloy Automation, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/alloy-automation

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Alloy Automation: The Insider's
Guide", checked Nov 13, 2026.
https://toolgpa.com/tools/alloy-automation
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Know someone choosing between automation tools?

Send them this guide:
toolgpa.com/tools/alloy-automation/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded automation tools after Alloy Automation, each with an Insider's Guide of its own.

Automation Insider's Guide

Every one of the 135 automation tools we grade, compared

Knime Insider's Guide

Open-source visual workflows for data analysis and automation

3.2 GPA

IFTTT Insider's Guide

Simple trigger-and-action automations for apps and smart devices

3.0 GPA

Node-RED Insider's Guide

Open-source, flow-based programming tool for event-driven apps

3.0 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Alloy Automation's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Alloy Automation is a trademark of its owner, and this guide is not made, paid for or approved by Alloy Automation. Prices and plans change: check runalloy.com before you buy.