ToolGPA

NOVEMBER 2026

Tray.ai

The Insider's Guide

Integration, automation and agent platform for enterprises



Every plan, grade, refund rule and rival among AI agents, read from Tray.ai's own pages.

Made by Tray.ai · checked Nov 12, 2026 · toolgpa.com

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

ToolGPA put this guide together from Tray.ai's own pages, its app-store listings and our grades. Every fact in it is on Tray.ai's page too, where it is kept up to date. Checked Nov 12, 2026.

Welcome

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

2.2

GPA, above 36 of the 101 other AI agents we grade

Tray.ai combines an integration and automation platform (iPaaS) with Merlin, an agent builder, and an MCP gateway for governed agent tool access. Its Helix product is aimed at deploying and governing apps that teams build with AI coding assistants. Pricing follows usage rather than seats, and the iPaaS plans are quoted individually.

To get you started, here are **9 things to know about Tray.ai**, taken from its own pages and our grades.

> **No store rating on record, and workflows and connectors have to be built.**
>
> From our grade for ease of use

1 **Best for enterprise teams that join systems and add agents on top**

Its iPaaS plans have no published price, and the agent builder and MCP gateway are add-ons.

2 **Paid plans start at $50 a month**

As its pricing page puts it: $50 per workspace / month (Tray Helix Builder Edition).

3 **You can try it first**

30-day free trial with 1 million Tasks on Tray iPaaS, with every capability and the full connector library, no card and no sales call.

4 **It runs on Web**

Web.

5 **Merlin Agent Builder**

A no-code builder for agents with guardrails, audit logs, knowledge ingestion, an agent hub and Slack and Teams deployment. It is a paid add-on.

6 **Agent Gateway for MCP**

Publishes apps, databases and APIs as governed MCP tools with access control and observability. It is a paid add-on.

7 **Automation and integration**

Process automation, data integration and API management, built on a drag-and-drop builder or in code, across 6,000+ apps, databases and APIs.

8 **A 2.2 GPA, above 36 of 101**

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

9 **Keep it**

To replace Tray.ai you would be making an AI agent, with the models and the safeguards behind it. That is not a weekend's work, with an AI app builder or without one.

Tray.ai at a glance

PRICING
Free trial, from $50 per workspace / month (Tray Helix Builder Edition)

FREE PLAN
No

FREE TRIAL
30-day free trial with 1 million Tasks on Tray iPaaS, with every capability and the full connector library, no card and no sales call.

RUNS ON
Web

MADE BY
Tray.ai

CATEGORY
AI Agents

OUR GRADE
2.2 GPA, fair

The report card

Best for enterprise teams that join systems and add agents on top

Tray is an integration platform with agent tools, from $50 a workspace a month on the Builder edition, with usage at $1.00 a unit. Its iPaaS plans have no published price, and the agent builder and MCP gateway are add-ons.

TOOLGPA REPORT CARD — **Tray.ai** — Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	Builder is $50 a workspace a month with usage at $1.00 per compute unit. The iPaaS plans are quoted, and the agent tools are extra.
Free plan and trial	C	A 30-day trial with 1 million Tasks, no card and no sales call. There is no free plan.

SUBJECT	GRADE	COMMENT
Features	C	Integration, automation, governance and observability across 6,000+ apps. The listing's gap: Merlin Agent Builder and the MCP gateway are add-ons, not in the base plans.
Ease of use	C	No store rating on record, and workflows and connectors have to be built.
Platforms and integrations	B	Web, with Salesforce, Slack, NetSuite, HubSpot, Jira, Snowflake, Teams and OpenAI listed.
Grade point average		Fair, out of 4.0 **2.2**

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 Tray.ai is for

- ✓ Fits if you join many business systems and want agents on them
- ✓ Makes sense if you want a card-free trial to measure your own usage

Who it is not for

- ✗ Pricey if usage grows, as past the plan it is $1.00 per compute unit at list
- ✗ Not for you if you want iPaaS prices, because a quote is built from expected Task usage
- ✗ Watch out: the agent builder and MCP gateway are add-ons, not in the base plans
- ✗ Watch out: on Team, HIPAA, SSO and regional hosting are add-ons

Good to know

Good for

- ✓ Enterprise IT and operations teams connecting many systems and building agents on them
- ✓ Companies that want one governed route for AI-built internal apps
- ✓ Teams that prefer pricing by usage rather than per seat

Worth knowing

- ⓘ The iPaaS plans have no published prices; a quote is built from expected Task usage, and usage above the plan is settled at a true-up.
- ⓘ Merlin Agent Builder and Agent Gateway for MCP are add-ons, not included in the base plans.
- ⓘ On Team, HIPAA, SSO, regional hosting and on-premise connectivity are add-ons; Enterprise includes them.
- ⓘ Helix usage beyond the plan is billed at $1.00 per HCU at list.

What it costs

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

$50

A month to start

Tray.ai is a paid product with a free trial, starting at $50 per workspace / month (Tray Helix Builder Edition).

> **The iPaaS plans are quoted, and the agent tools are extra.**
>
> From our grade for value for money

HELIX BUILDER EDITION

$50

per workspace / month

Unlimited builders, end users and apps. Usage is billed at $1.00 per Helix Compute Unit (HCU), or at committed rates.

IPAAS PRO

Custom

For specific use cases: 3 workspaces, 7-day insights and log retention, 6,000+ apps and services. Quoted from expected usage.

IPAAS TEAM

Custom

For a department: 20 workspaces, 30-day insights, log retention management and Guardian Log Masking, with all add-ons available.

IPAAS ENTERPRISE

Custom

Unlimited workspaces, 180-day insights, advanced on-premise, SSO, HIPAA, regional hosting, log streaming and data engineering.

Trying it first

30-day free trial with 1 million Tasks on Tray iPaaS, with every capability and the full connector library, no card and no sales call.

Read from tray.ai on Nov 12, 2026.

What it does

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

1

Place it runs: Web

Integration, automation and agent platform for enterprises. Here is what it does, as its own site describes it, and what it covers: public API, workflow automation, AI agents, no-code.

> **The listing's gap: Merlin Agent Builder and the MCP gateway are add-ons, not in the base plans.**
>
> From our grade for features

Merlin Agent Builder

A no-code builder for agents with guardrails, audit logs, knowledge ingestion, an agent hub and Slack and Teams deployment. It is a paid add-on.

Agent Gateway for MCP

Publishes apps, databases and APIs as governed MCP tools with access control and observability. It is a paid add-on.

Automation and integration

Process automation, data integration and API management, built on a drag-and-drop builder or in code, across 6,000+ apps, databases and APIs.

Tray Helix

Takes apps and integrations built with Claude Code, Codex or Cursor to production on a managed runtime with credentials and an owner recorded for each app.

Governance and observability

Audit trails, insights and log retention are part of the platform, with longer retention on higher plans.

Usage-based pricing

The iPaaS charges per Task (one operation on a piece of data), with no per-user or per-connection fees.

Where it runs

Web

What it works with

Salesforce
Slack
NetSuite
HubSpot
Jira
Snowflake
Microsoft Teams
OpenAI

Tray.ai is made by Tray.ai.

PART 04 · STANDING

Where it stands

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

36/101

Other AI agents it is graded above

Tray.ai's GPA of 2.2 is higher than 36 of the 101 other AI agents we grade, and level with 24.

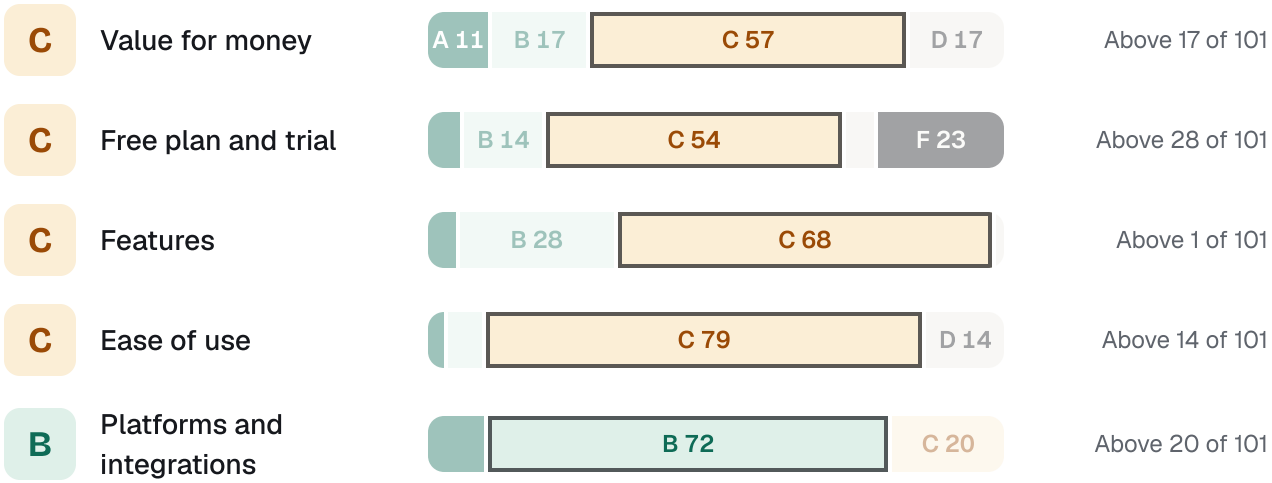
It stands best on platforms and integrations (B, above 20 of 101) and worst on features (C, above 1).

Its paid plans start at $50 a month, against a middle price of $22.13 for the category: 54 of the 65 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 30 tools score higher and cost less.

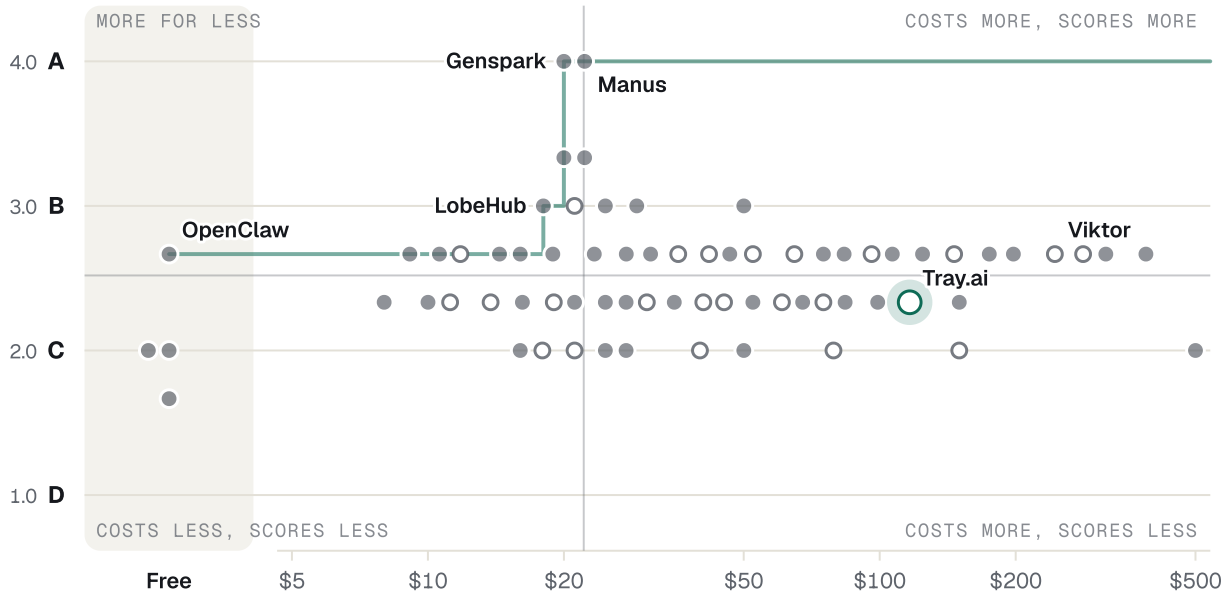
Each grade against the category

Every bar is all 102 AI agents we grade, cut by the letter each got. Tray.ai's own letter is outlined.



Price against what you get

Each dot is one of 70 AI agents. Further left costs less; higher up scores better on features, ease of use and platforms. Tray.ai is the marked dot.



What paid plans start at, a month (each step along is roughly double)

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 Tray.ai you would be making an AI agent, with the models and the safeguards behind it. That is not a weekend's work, with an AI app builder or without one.

It costs $600 a year.

What you could not

- ✕ An AI agent, with the models and the safeguards behind it.
- ✕ Connections to other products, each kept working as those products change.

- ✕ A builder that other people can use without writing code.
- ✕ What a company asks for before it lets staff use something: audit logs.

What this rests on. Tray.ai'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, Zapier, Make, Celigo and Boomi

The 5 tools Tray.ai 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.

- Tray.ai also covers no-code.

Tray.ai and Workato compared in full

2.6 GPA

Zapier

Free plan · from $19.99/mo

Workflow automation across 9,000+ apps, with AI agents.

- Zapier has a free plan. Tray.ai does not, though it has a free trial.
- Only Zapier lists a browser extension.
- Tray.ai also covers AI agents and no-code.

Tray.ai and Zapier compared in full



2.8
GPA

Make

Free plan · from $9/mo

Visual automation builder for multi-step scenarios and AI agents.

- Make has a free plan. Tray.ai does not, though it has a free trial.
- Only Make lists iOS and Android apps.
- Tray.ai also covers AI agents and no-code.

Tray.ai and Make compared in full



2.4
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Celigo

Free trial

Integration platform with AI agents, EDI and API management.

- Tray.ai also covers no-code.

Tray.ai and Celigo compared in full



2.2
GPA

Boomi

Free trial · from $99/mo

Integration, API management and AI agent platform.

- Tray.ai also covers no-code.

Tray.ai and Boomi compared in full

PART 06 · QUESTIONS

Quick answers

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

13

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 Tray.ai free?

No, Tray.ai is a paid product, but you can try it first. 30-day free trial with 1 million Tasks on Tray iPaaS, with every capability and the full connector library, no card and no sales call.

How much does Tray.ai cost?

Tray.ai lists 4 plans. Helix Builder Edition: $50 per workspace / month. iPaaS Pro: custom pricing. iPaaS Team: custom pricing. iPaaS Enterprise: custom pricing.

What platforms does Tray.ai work on?

Tray.ai is available on Web.

Does Tray.ai have an Android app?

No Android app was listed when its pages were read on Nov 12, 2026. Tray.ai is listed for Web.

Does Tray.ai have an iPhone app?

No iPhone app was listed when its pages were read on Nov 12, 2026. Tray.ai is listed for Web.

Is Tray.ai open source?

Tray.ai is not described as open source on its own site, as read on Nov 12, 2026.

Does Tray.ai have an API?

Yes. Tray.ai offers a public API, according to its own site.

What does Tray.ai integrate with?

Tray.ai's listing names Salesforce, Slack, NetSuite, HubSpot, Jira, Snowflake, Microsoft Teams and OpenAI.

Who makes Tray.ai?

Tray.ai is made by a company of the same name.

What are the alternatives to Tray.ai?

The closest alternatives to Tray.ai in our directory are Workato, Zapier, Make, Celigo and Boomi.

How does Tray.ai compare with other AI agents?

Tray.ai's GPA of 2.2 is higher than 36 of the 101 other AI agents we grade, and level with 24.

Is Tray.ai good value for money?

ToolGPA grades Tray.ai C for value for money. Its paid plans start at $50 a month, against a middle price of $22.13 for the category: 54 of the 65 others that charge start lower.

Could I make my own version of Tray.ai?

To replace Tray.ai you would be making an AI agent, with the models and the safeguards behind it.

Where this guide comes from

The prices, plans, platforms and features were read from Tray.ai's own pages on Nov 12, 2026, and the grades were given on Nov 12, 2026. Graded from this listing, whose facts were read from Tray.ai's own pages on 12 November 2026. 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 Tray.ai. Prices change, so check tray.ai before you buy.

tray.ai/pricing

helix.tray.ai/pricing/

PART 07 · ABOUT

About ToolGPA

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

5,038

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**.

5,038	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Tray.ai, kept up to date

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

toolgpa.com/tools/tray-ai

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, "Tray.ai: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/tray-ai
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Know someone choosing between AI agents?

Send them this guide: toolgpa.com/tools/tray-ai/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded AI agents after Tray.ai, each with an Insider's Guide of its own.

AI Agents Insider's Guide

Every one of the 102 AI agents we grade, compared

Genspark Insider's Guide

AI workspace with an agent for research, slides, sheets and docs

3.2 GPA

Manus Insider's Guide

General AI agent for research, slides, websites and browser tasks

3.2 GPA

OpenClaw Insider's Guide

Open-source personal AI agent you run yourself and message in chat

3.2 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 Tray.ai'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. Tray.ai is a trademark of its owner, and this guide is not made, paid for or approved by Tray.ai. Prices and plans change: check tray.ai before you buy.