

Mindgard Achieves 4.7x ROI From Aurasell in 2 Months

Brad was maintaining a highly technical POV process held together by manual updates across four tools. After moving to Aurasell, Mindgard gets POV status updates twice a day from AI agents. Those agents save the team \$215,000 and 2,730 hours a year.



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From Four Systems and a Standing Meeting to Real-Time Automated Signals

Challenge: Four Tools, One Meeting, No Real-Time Data

- ✓ POV data split across HubSpot, Notion, Google Drive, and ad-hoc spreadsheets
- ✓ 8 hours of SE prep every week just to get ready for one status meeting
- ✓ Every email and Slack message entered by hand in each system, so data went stale between updates
- ✓ **A weekly POV status meeting pulled 5+ stakeholders, including executives, away from the business**

10.5 hrs/wk spent on POV updates and meetings

Solution: One System, Agents Built Without an Additional Hire

- ✓ Consolidate 4 systems into Aurasell and cancel planned purchase of automation tool
- ✓ A POV Agent posts a status digest to Slack twice a day, replacing the weekly meeting and 546 hours a year of meeting and prep time
- ✓ A call summary agent gives PM and Engineering what they need from customer calls without attending, saving 104 hours a year
- ✓ **Covered 2,080 hours of RevOps work a year without an additional hire costing \$150K**

4 systems consolidated into 1

Outcome: \$215K in Productivity Savings in Year One

- ✓ \$54.6K saved by cutting the POV meeting, with exec updates now in Slack
- ✓ \$10.4K saved by taking PM and Engineering off calls, with features ranked by real demand
- ✓ \$215K and 2,730 hours saved yearly on a \$45K investment, keeping the team focused on revenue
- ✓ **Team of two achieves advanced, enterprise-grade automation with Aurasell**

4.7x ROI within 2 months of purchase

"We killed a standing meeting and gave executives their time back to work on the business, not get updates about it."

"Anyone in the company can build an agent. You don't have to be a developer."