AURASELL

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.



Brad Cassada
AI Security Solutions Architect
MINDGARD

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

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

10.5 hrs/wk spent on POV updates and meetings

- ✓ 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**

Solution: One System, Agents Built Without an Additional Hire

4 systems consolidated into 1

- ✓ 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**

Outcome: $215K in Productivity Savings in Year One

4.7x ROI within 2 months of purchase

- ✓ $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**

> *"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."*

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