

Rivo360

Local Government Sales Playbook

POSITIONING

- Rivo360 helps county governments and municipalities meet FEMA/NIMS/ICS standards for emergency management without the complexity of enterprise platforms.
- FEMA grants now require documented incident management procedures. Rivo360 provides the ICS-compliant EOC structure that auditors expect.
- Your emergency manager can coordinate multi-agency response (police, fire, EMS, public works) from a unified command center—no more silos.

KEY TALKING POINTS

FEMA/NIMS Compliance: ICS-compliant structure, role-based access, and incident documentation. Meet grant requirements and audit standards.

Multi-Agency Coordination: Police, fire, EMS, public works, and county departments all see the same situational awareness. Eliminates communication gaps.

Resource Management: Track personnel, equipment, and supplies in real-time. Know exactly what resources are deployed where.

Mutual Aid Coordination: Easily share incident information with neighboring counties and state agencies during large-scale events.

Cost-Effective: Accessible to small municipalities and county governments. \$12K-\$60K annually depending on jurisdiction size.

No Vendor Lock-In: Data exports, standard formats. You own your incident records.

OBJECTION HANDLING

Objection: 'We use WebEOC'

Response: WebEOC is enterprise-grade and expensive (\$25K+/year). Rivo360 is purpose-built for mid-market governments at 1/3 the cost with faster deployment.

Objection: 'Our current system works'

Response: Does it? Can you activate it in 30 minutes? Can your multi-agency partners access it? Rivo360 is designed for real-world coordination.

Objection: 'We don't have IT staff'

Response: Fully managed cloud service. No IT required. Your emergency manager controls everything.

Objection: 'FEMA requires specific platforms'

Response: FEMA requires ICS compliance, not specific vendors. Rivo360 meets all FEMA/NIMS standards.

