

Rivo360 Sales Playbook

Startups & Small Businesses — Restaurant Chains, Tire & Lube, Retail Franchises, SaaS Startups

Positioning Statement

Rivo360 gives startups and small businesses the same incident management capabilities as Fortune 500 companies — without the enterprise price tag or IT complexity. From security breaches and SLA failures to facility emergencies and compliance events, Rivo360's AI-powered platform classifies, routes, and resolves incidents in minutes, not hours. Set up in 48 hours with zero IT staff required.

Key Talking Points

- **Security & Privacy Incidents:** AI instantly classifies account compromises, suspicious access, lost devices, and vendor breaches — no dedicated security team needed.
- **Customer & SLA Management:** Automatically escalate VIP-blocking bugs, SLA breaches, and major customer-impacting issues with real-time stakeholder notifications.
- **People & Facility Safety:** SOS alerts for employee injuries, office outages, severe weather, and facility failures across all your locations.
- **Compliance Made Simple:** Pre-built templates for SOC 2, PCI-DSS, and state privacy law compliance. Automated audit trails for every incident.
- **Multi-Location Coordination:** Restaurant chains, franchise networks, and retail operators get unified visibility across 5–50+ locations from a single dashboard.
- **48-Hour Onboarding:** No IT team, no consultants, no months of setup. Your team is live in two days with pre-built templates for every incident type.

Common Objections & Responses

"We're too small for incident management software."

That's exactly why incidents hit small businesses hardest — 60% of SMBs that suffer a major security breach close within 6 months. Rivo360 is purpose-built for lean teams: AI handles the heavy lifting so your office manager or ops lead can manage incidents like a pro.

"We just use Slack/email for incidents."

Slack threads get buried, emails get missed, and there's no audit trail. When a health inspector asks for your incident documentation or a customer demands an SLA breach report, you need structured records. Rivo360 captures everything automatically.

"We can't afford another SaaS tool."

At \$5K–\$18K/year, Rivo360 costs less than one employee injury claim (\$40K avg), one data breach (\$120K avg for SMBs), or one SLA penalty. It pays for itself with the first incident it helps you prevent or resolve faster.

"Our team won't adopt another tool."

Rivo360 works through the tools your team already uses — Slack notifications, email alerts, mobile app. The AI assistant handles incident classification automatically. Your team just reports what happened in plain language;

Rivo360 does the rest.

Incident Types for Startups & SMBs

Category	Incident Examples	Rivo360 Feature
Security & Privacy	Account compromise, lost device, vendor breach, PII exposure	AI incident classification, automated escalation
Customer & SLA	VIP-blocking bug, SLA breach, major billing error	Real-time stakeholder alerts, SLA tracking dashboard
People & Facilities	Employee injury, office outage, A/C failure, severe weather	SOS alerts, business continuity templates, multi-site visibility
Compliance	Missed control, audit finding, policy violation, unapproved tool	Automated audit trails, compliance templates