

SOLVEWORKS

OpenClaw AI Assistant Deployment for **Revaly**

Amplify your team. Own your category. Scale without limits.

Prepared: February 11, 2026

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Valid through: March 15, 2026

Executive Summary

The AI multiplier for category leaders

Revaly isn't just another fintech company — you're creating the entire **Payment Performance Management** category. With your recent rebrand and aggressive growth plans, your 63-person team is punching above its weight against well-funded competitors like Chargebee and Recurly.

But category creation demands speed at scale: technical documentation, competitive intelligence, sales enablement, customer success, and thought leadership — all while maintaining the product innovation that keeps you ahead. **Your biggest constraint isn't market opportunity, it's human bandwidth.**

OpenClaw AI Assistants change that equation. By deploying personalized AI assistants across every role — from engineering to executive leadership — you can amplify your existing team's output by **30-50%** without adding headcount. Think of it as hiring 15-25 additional team members who work 24/7, never need training, and scale instantly with your growth.

\$1.3M+

Annual productivity value
equivalent to 15 FTE

<3mo

Payback period
faster than hiring

7-10hrs

Saved per employee
per week

* Conservative estimates based on Payment Performance Management industry analysis and Montreal SaaS team costs. Productivity gains measured by time savings on repetitive knowledge work, content creation, and administrative tasks.

Department Breakdown

Specific use cases and time savings by function

Sales & Business Development (8-12 people)



Every interaction with category education and competitive differentiation

8-12 hrs/week saved per rep

Prospect Research & Category Education

AI deep-dives on target subscription companies: current payment stack, recovery solutions, PPM readiness indicators. Auto-generates educational content explaining payment performance management vs. basic dunning.

Competitive Battlecards

Real-time intelligence on Butter Payments, Gravy, Churnkey positioning. Auto-updates when competitors announce features, pricing changes, or new partnerships (like your AdvantageCS integration).

Demo Personalization

Custom demo scripts based on prospect's billing platform (Recurly/Chargebee/custom), industry vertical, and specific payment performance challenges.

RFP & Security Responses

Auto-drafts technical responses pulling from SOC2 reports, API documentation, and integration guides. Critical for enterprise deals.

Customer Success (6-10 people)



Proactive health monitoring and expansion intelligence

8-12 hrs/week saved per CSM

Client Health & Churn Risk Analysis

Tracks payment performance metrics (recovery rates, approval rates), flags declining accounts before churn risk materializes. Critical in subscription business with high CACs.

QBR Automation

Auto-generates quarterly business review decks with client-specific ROI metrics, industry benchmarks, and expansion opportunities. Saves 5-8 hours per QBR.

Integration Support

Drafts technical responses for common Recurly, Chargebee, Stripe integration issues. Reduces escalations to engineering team.

Expansion Identification

Analyzes client payment data to identify opportunities for additional payment methods, new retry strategies, or geographic expansion.



Engineering (15-20 people)

Technical documentation and debugging acceleration

6-10 hrs/week saved per engineer

API Documentation & Integration Guides

Auto-generates documentation for payment gateway integrations, webhook handling, and ML model endpoints. Critical as you scale integrations.

Payment Flow Debugging

Analyzes error logs, traces payment failures, suggests fixes for common gateway integration edge cases. Understands issuer response codes.

Code Review Assistance

Reviews PRs for payment processing patterns, security considerations, and PCI compliance requirements.

ML Model Documentation

Documents retry optimization model performance, training data changes, and A/B test results for payment algorithms.



Marketing (4-6 people)

8-12 hrs/week saved per marketer

Category creation and thought leadership content at scale

Payment Performance Management Content

Creates blog posts, whitepapers, webinar content defining PPM category. References your "Approvals By Design" guide, involuntary churn statistics, and industry benchmarks.

Competitive Intelligence

Monitors competitor messaging, identifies positioning gaps, suggests counter-narratives. Tracks industry M&A, partnership announcements, and feature releases.

SEO & Content Optimization

Keyword research for "payment recovery," "failed payment optimization," "involuntary churn reduction." Optimizes content for payment industry search terms.

Case Study Development

Transforms client data into polished case studies with specific ROI metrics, approval rate improvements, and revenue recovery numbers.



Product Management (4-6 people)

Market intelligence and product requirement acceleration

6-10 hrs/week saved per PM

Payment Industry Intelligence

Monitors card network rule changes (Visa, Mastercard), PCI compliance updates, and new payment method trends. Critical for platform roadmap.

Feature Research & PRDs

Analyzes competitor feature sets, processes user feedback from CS tickets, creates product requirement documents with technical specifications.

User Feedback Synthesis

Processes support tickets, NPS responses, and CS notes to identify feature requests, integration priorities, and pain points.

Roadmap Communication

Drafts changelog entries, release notes, and internal roadmap updates. Maintains product documentation for new features.



Finance & Operations (3-5 people)

Automated reporting and compliance documentation

4-8 hrs/week saved per person

Financial Reporting

Generates revenue reports, client billing summaries, usage-based pricing calculations. Critical for subscription SaaS business model.

Compliance Documentation

Maintains SOC2, PCI-DSS, and GDPR documentation. Automated compliance evidence collection for payment processing requirements.

Board & Investor Reporting

Auto-generates board presentations with KPIs, market positioning data, and competitive intelligence. Saves significant executive prep time.



Executive Leadership (4-6 people)

Strategic intelligence and executive communication

5-8 hrs/week saved per leader

Market & Competitive Analysis

Real-time analysis of payment industry trends, competitor funding rounds, M&A activity, and category evolution.

Board & Investor Communications

Drafts board presentations, investor updates, and fundraising materials with category creation messaging.

Strategic Planning Support

Synthesizes internal data with market intelligence for quarterly planning and category roadmap development.

Phased Rollout Strategy

Strategic deployment to maximize adoption and immediate impact



Investment & ROI

Clear cost structure with rapid payback

Setup Investment	Monthly Fee	Full Deployment
\$1,500 per seat, one-time (CAD)	\$450 per seat per month (CAD)	\$90K + \$27K/mo 60 seats all-in (CAD)

All prices in CAD

💡 Compare: One full-time AI engineer in Montreal costs \$120–150K CAD/year — and serves one role. A 9-seat deployment serves your entire leadership team for under \$50K/year.

Projected Returns

Conservative estimates based on industry benchmarks

**\$1.3M–
\$2.5M**

Annual productivity value
from time savings

400%+

Return on investment
in Year 1

15-25

Equivalent FTE gained
without hiring

The Category Leader Advantage

You're not just buying productivity software — you're investing in category creation speed. Every hour your team saves on administrative work is an hour they can spend defining Payment Performance Management, educating the market, and staying ahead of competitors who are chasing your lead. First-mover advantage compounds when you move faster.

12-Week Implementation Plan

Zero disruption to current operations while building category leadership capacity

1

WEEKS 1-2

Discovery & Configuration

Deep dive into Revaly's workflows, Payment Performance Management positioning, competitive landscape, and technical documentation. Configure initial AI assistants with your category messaging, product knowledge, and integration details.

2

WEEKS 3-4

Pilot Launch (Sales & Marketing)

Deploy 3-4 seats to sales and marketing leads. Focus on category education content, competitive battlecards, and prospect research. Quick wins to demonstrate immediate ROI.

3

WEEKS 5-6

Executive Rollout

Expand to 9-person ELT with board presentation automation, strategic planning support, and market intelligence. Executive buy-in accelerates company-wide adoption.

4**WEEKS 7-8****Customer Success & Product**

Deploy to Customer Success for client health monitoring and QBR automation. Add Product team with feature research, user feedback synthesis, and payment industry intelligence workflows.

5**WEEKS 9-10****Engineering & Technical Teams**

Integrate with engineering workflows: API documentation, payment debugging, code review assistance, and ML model documentation. Critical for scaling technical integrations with billing platforms.

6**WEEKS 11-12****Full Deployment & Optimization**

Complete rollout to remaining teams (Finance, Operations). Implement cross-department workflows. Fine-tune AI assistants based on 60 days of usage data. Establish success metrics and ongoing optimization plan.

Success Metrics & Milestones**Week 4 Targets**

- 5+ competitive battlecards generated
- 10+ category education pieces created
- Sales team time savings: 6+ hours/week

Week 12 Targets

- Company-wide productivity gain: 30%+
- Documentation generation: 80% automated
- Leadership prep time reduced by 50%

SOLVEWORKS

Ready to amplify category leadership?

Schedule a 45-minute strategy session with our team. We'll demonstrate how OpenClaw AI Assistants can accelerate your Payment Performance Management category creation while scaling your team's impact — no commitment required.

[Schedule Strategy Session →](#)

calendly.com/solveworks-strategy/45min

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