OpenClaw Assistant
Deployment

Prepared for Revaly

Date: February 11, 2026
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Valid through: March 11, 2026

Executive Summary

The Opportunity

Revaly is creating a new category — Payment Performance Management. With a lean 63-person team competing against well-funded players, every efficiency multiplier matters. Deploying OpenClaw AI assistants across your organization could deliver **.3M–.5M in annual productivity value** — equivalent to adding 10-15 full-time employees without the headcount cost.

$1.3M–$2.5M	<3 months	10–15 FTE
Annual productivity value	Payback period	Equivalent headcount

Phased Rollout Strategy

Start with 3-4 leadership team members to prove value, expand to full ELT (9 people), then scale company-wide based on results. This approach minimizes risk while maximizing learning.

Department-by-Department Impact

Sales & Business Development (8-12 people)

Time saved per rep: 8-12 hours/week

- Prospect research and competitive intelligence
- Personalized outreach drafting
- Demo preparation and customization
- RFP and security questionnaire responses

Customer Success (6-10 people)

Time saved per rep: 8-12 hours/week

- Client health monitoring and analysis
- QBR preparation and reporting
- Onboarding automation
- Churn risk identification

Engineering (15-20 people)

Time saved per engineer: 6-10 hours/week

- Code review assistance
- Documentation generation
- Debugging support
- Internal knowledge base queries

Investment & ROI

Phase	Seats	Setup Investment	Monthly Fee	Use Cases
Pilot	3-4	$7,500–$10,000	$450–$600	Sales & Marketing leadership
ELT Rollout	9	$22,500	$1,350	Executive leadership team
Full Deployment	60	$150,000	$9,000	Company-wide transformation

Return on Investment

Conservative estimate: $1.3M annual productivity value
Investment cost: $255K–$510K (Year 1)
Net ROI: 300-500% in Year 1

Key insight: Every $1 spent on OpenClaw returns $3–$5 in productivity value. Unlike hiring, this scales instantly with no recruitment lag, onboarding time, or benefits overhead.

Implementation Timeline

Phase 1: Quick Wins (Weeks 1-4)

- Deploy to Sales and Marketing leadership
- Configure with Revaly product docs and competitive intel
- Set up CRM integrations
- Train assistants on PPM category positioning

Phase 2: Core Teams (Weeks 4-8)

- Roll out to Customer Success with client data access
- Deploy to Product with feedback channels
- Configure Engineering assistants with codebase context

Phase 3: Full Deployment (Weeks 8-12)

- Finance/Ops with reporting templates
- Leadership with board presentation tools
- Cross-team workflows and automations

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.

Ready to transform your team's productivity?
Let's discuss next steps.

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