



# Competitive Positioning Guide

Explain the difference between Rainscales, traditional video analytics, generic AI, VMS platforms, and manual observation programs.

## How to use this guide

Use this when customers compare alternatives or ask why Rainscales is different. Lead with business outcomes, then explain how human validation, context-aware detection, and workflow alignment reduce noise and increase confidence.

Alternative	Typical Strength	Where It Falls Short	Rainscales Positioning
<b>Basic video analytics</b>	Simple alerts and low-cost event detection.	Often detects isolated objects or motion, which can create false positives and missed context.	Human-validated Intelligent Detection focuses on actionable scenarios, not raw alerts.
<b>VMS / camera platforms</b>	Strong for recording, security review, and video retrieval.	Usually reactive. Teams still need to know what to look for and review footage manually.	Rainscales turns existing video into proactive safety and operational visibility.
<b>Generic AI tools</b>	Broad AI capabilities and customization potential.	Can require heavy configuration, weak operational workflows, and unclear success criteria.	Rainscales is built around industrial use cases, POC outcomes, and measurable deployment value.
<b>Manual observation</b>	Human judgment and site-specific context.	Hard to scale, inconsistent across shifts and sites, and often reactive after incidents.	Rainscales extends human judgment with continuous visibility and human-in-the-loop validation.



**Scout Tip:** Do not position Rainscales as "more AI." Position it as a way to help customers get trusted visibility and action from infrastructure they already own.

## Partner talk track

<p><b>Start here</b> "Most sites already have cameras and systems in place. The challenge is turning that signal into something safety and operations teams can act on."</p>	<p><b>Differentiate</b> "Rainscales combines computer vision, operational context, and human validation so teams are not buried in false positives."</p>	<p><b>Build confidence</b> "We typically start with a focused proof of concept tied to a measurable use case before discussing broader deployment."</p>
<p><b>When they mention cameras</b> "This is not about replacing your camera investment. It is about making that investment more useful for safety and operations."</p>	<p><b>When they mention AI fatigue</b> "The goal is not another dashboard. The goal is fewer missed risks, faster investigations, and clearer operational decisions."</p>	<p><b>When they ask why now</b> "Labor constraints, safety pressure, and multi-site complexity make continuous visibility harder to achieve manually."</p>

### Recommended partner action

- Position Rainscales around trusted visibility, measurable outcomes, and reduced operational noise.
- Use competitive comparisons to reframe the conversation from technology features to business impact.
- Move qualified opportunities into a focused POC tied to customer success metrics.