



POWERING THE CHANNEL: DISTRIBUTING THE FUTURE OF INTELLIGENT OBSERVABILITY WITH WANAWARE

www.wanaware.com

Introduction

The technology channel thrives on identifying the next wave of high-growth solutions. Today, that wave is Intelligent Observability. As businesses grapple with the complexity of hybrid and multi-cloud environments, IoT, and OT, the demand for a unified platform that can monitor cybersecurity, performance, and availability from a single pane of glass is exploding.

The WanAware Partner Program for Distributors is your opportunity to bring this in-demand, channel-ready solution to your reseller network. This document outlines how our platform and program are purpose-built for the scale, efficiency, and profitability of the distribution model, empowering you to drive significant revenue through your channel.

The Opportunity: A Category-Defining Solution for Your Portfolio

Siloed monitoring tools are no longer sufficient. Intelligent Observability provides the holistic view that modern businesses need to stay secure, performant, and resilient. The WanAware platform delivers this by unifying three critical pillars of operational insight:

- **Cybersecurity:** A complete view of threats and vulnerabilities.
- **Performance:** Real-time monitoring of system health and speed.
- **Availability:** Proactive assurance that critical assets are online.

By adding WanAware to your portfolio, you provide your partners with a powerful solution that addresses a universal and urgent pain point for their end-customers.

The WanAware Distributor Partner Program: A Partnership Built for Scale

We understand the unique needs of the distribution model. Our program and platform are architected to support your business and empower your entire reseller ecosystem.

- **A Truly Channel-Ready Platform**
The WanAware platform was designed from the ground up with a multi-tenant architecture, making it ideal for the channel. You can efficiently manage hundreds of

reseller accounts and their thousands of downstream customers from a single interface, ensuring streamlined operations and governance.

- **Drive Growth with a High-Demand Solution**
Equip your reseller network with a relevant, easy-to-sell solution that solves a top-priority business problem. Intelligent Observability has a clear value proposition, enabling your

partners to shorten sales cycles, win more deals, and drive revenue for your entire ecosystem.

- **Achieve Scale with Efficient Management**

Leverage our robust platform and powerful GraphQL API to automate the provisioning and management of your reseller accounts.⁴ Reduce your administrative overhead, empower your partners with self-service capabilities, and accelerate their time-to-revenue.

- **Build a Profitable Partner Ecosystem**

Our distribution program is structured for mutual success. We offer attractive wholesale and bulk pricing models that provide you with the margins needed to build, sustain, and motivate a profitable channel partner network that is loyal to your portfolio.

Getting Started

Partnering with WanAware is a strategic move to capture the fast-growing observability market and deliver unmatched value to your channel.

- **Connect:** Contact our Head of Channel Partnerships to discuss a distribution agreement.
- **Integrate:** Work with our technical team to integrate our platform with your management and provisioning systems.
- **Launch:** Roll out the WanAware offering to your reseller network with our full co-marketing and enablement support.

Apply

About WanAware

WanAware provides a leading Intelligent Observability platform that gives organizations a unified view of the cybersecurity, performance, and availability of all their connected assets. Our mission is to eliminate complexity and empower businesses to operate with confidence in a hyper-connected world.



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