



THE INTEGRATOR'S COMMAND CENTER: THE WANAWARE RESELLER'S GUIDE TO INTELLIGENT OBSERVABILITY

Introduction

The market for operational technology is shifting. Customers are no longer satisfied with a patchwork of single-purpose monitoring tools. They are demanding unified solutions that provide a single pane of glass across their entire, complex technology estate—from the cloud to the edge. This presents a massive opportunity for Value-Added Resellers (VARs) to deliver a comprehensive, high-value solution that owns this new category.

The WanAware Reseller Program is designed to provide you with the technology, flexibility, and business model to capitalize on this demand. This document details how our wholesale model empowers you to build a profitable Intelligent Observability practice, control your margins, and deliver a market-leading platform under your own brand.

The Opportunity: The Demand for a Single Source of Truth

Intelligent Observability is the practice of unifying data from across an organization's digital ecosystem to provide a complete picture of its operational health. The WanAware platform delivers this by integrating three critical data streams:

- **Cybersecurity:** Proactively identifying risks and vulnerabilities.
- **Performance:** Monitoring the speed and efficiency of systems and applications.
- **Availability:** Ensuring critical assets are online and functioning.

For businesses operating in hybrid, multi-cloud, IoT, and OT environments, this unified view is no longer a luxury—it's a necessity.

The WanAware Reseller Partner Program: A Partnership Built for Your Growth

Our program is built on a true wholesale model, designed to give you the control and flexibility you need to build a thriving business. You own the customer relationship from start to finish.

- **Maximize Your Profitability with Wholesale Pricing** Our model is simple: You purchase WanAware solutions at a significant discount and resell them at a price you determine. 7 This gives you complete control over your profit margins and allows you to create competitive

packages and bundles tailored to your market.

- **Build Your Brand with White-Labeling:** Your brand is your most valuable asset. Our program allows you to offer the WanAware platform as your own. 8 Customize the platform with your logo and branding to deliver a seamless, professional experience that builds brand equity and reinforces customer trust.
- **Create High-Value Bundled Solutions:** Your expertise is what sets you apart. Bundle the WanAware platform with your unique

services—such as security consulting, managed implementation, performance optimization, or specialized support—to create a comprehensive, high-margin solution that solves deeper customer challenges and makes you an indispensable partner.

- **Accelerate Your Time-to-Market:**

Instantly add a comprehensive Intelligent Observability offering to your portfolio without the immense cost, time, and complexity of in-house development. Our channel-ready platform allows you to respond to market opportunities immediately.

Getting Started

Becoming a WanAware Reseller Partner Program is a strategic step toward building a more profitable and scalable business. Our team is ready to help you succeed.

1. **Apply:** Contact our channel team to discuss the program.
2. **Onboard:** Receive in-depth product training and access to our partner portal.
3. **Build & Sell:** Start building your branded offering and winning new business.

Wanaware

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