



**THE INTEGRATOR'S
COMMAND CENTER: FROM
VOICE INTEGRATOR TO
INDISPENSABLE PARTNER
WITH WANAWARE ASSET
INVENTORY MANAGEMENT**

Introduction

The world of business communications has exploded in complexity. Your clients are no longer managing a simple phone system; they are navigating a fragmented ecosystem of UCaaS and CCaaS licenses, SIP trunks from multiple carriers, on-premise PBX hardware, virtual session border controllers (SBCs), and a dizzying array of endpoints from desk phones to softphone clients and agent headsets.

As a trusted Voice Integrator, your value lies in bringing clarity to this chaos. However, providing proactive, strategic guidance is impossible when you—and your clients—lack a single source of truth for your entire voice and contact center estate. Without a unified inventory, you are forced into a reactive cycle of troubleshooting, your strategic recommendations are based on

incomplete data, and your client relationships are vulnerable to churn.

This document outlines how the WanAware Asset Inventory Management platform, designed specifically for integrators in the voice and contact center space, solves this foundational challenge. We will detail how a centralized, multi-tenant asset view can transform your practice, making you an indispensable partner to your clients, dramatically increasing stickiness, and unlocking powerful new streams of value and revenue.

The Challenge: Managing a Disparate Voice and Contact Center Ecosystem

As an integrator, you are tasked with managing a portfolio of clients, each with a unique and often convoluted communications infrastructure. This creates significant challenges that directly undermine your ability to deliver exceptional value:

- **Fragmented Visibility:** Critical asset information is scattered across carrier portals, vendor dashboards, and client spreadsheets. Tracking SIP trunk utilization, DID inventory, CCaaS license assignments, and softphone software versions is a

manual, time-consuming, and error-prone process.

- **Inefficient Operations:** When a service issue arises, the first step is a painful, manual discovery process to identify the affected assets. This delays resolution, frustrates clients, and consumes your valuable time.
- **Missed Opportunities:** You cannot optimize what you cannot see. Underutilized licenses go unnoticed, hardware refresh cycles are missed, and opportunities to renegotiate carrier contracts based on actual usage data are lost.

- **Client Relationship Risk:** Without a clear, data-driven view of the client's environment, it is difficult to quantify your ongoing value. Your relationship becomes transactional, making your services vulnerable to being replaced by a competitor who can offer a lower price.

The Solution: A Single Pane of Glass for Your Entire Client Portfolio

The WanAware Asset Inventory Management platform is a multi-tenant solution built from the ground up for Voice Integrators. It provides a single, unified dashboard where you can view and manage the complete voice and contact center asset inventory of **every client in your portfolio**.

Our platform automatically discovers, catalogs, and continuously monitors every connected communications asset, including:

- **Carrier Services:** SIP Trunks, DID Blocks, Toll-Free Numbers, and Contract End-Dates.
- **UCaaS/CCaaS Licenses:** User assignments, feature packages, and utilization metrics.
- **Hardware Endpoints:** Desk Phones, Conference Phones, and Agent Headsets, including model, firmware, and warranty status.
- **Software Endpoints:** Softphone client versions and configurations on user machines.

- **Infrastructure:** On-premise and virtual PBXs, Session Border Controllers (SBCs), and Gateways.

This gives you an unprecedented level of real-time visibility, transforming your client relationships and your business model.

Benefit 1: Increase Stickiness and Become an Indispensable Partner

Providing your clients with a centralized platform for their entire voice ecosystem fundamentally changes your relationship. You are no longer just an external consultant; you become a strategic partner whose services are embedded in the client's daily operations.

- **Proactive Management:** Instead of asking a client, "What firmware is on that phone?" you already know. You can proactively identify devices that need updates, licenses that are about to expire, or trunks that are nearing capacity.
- **Faster Resolution:** When a client reports an issue, you have immediate access to a complete map of their environment. You can instantly trace call paths, check device configurations, and identify the root cause in minutes, not hours.

- **Demonstrate Continuous Value:** The platform becomes the system of record for all communications assets. The historical data, reporting, and insights it provides are a constant, tangible demonstration of the value you bring to the relationship.

This level of integration makes your services incredibly "sticky." The cost and complexity for a client to switch to another integrator would mean losing the single source of truth you provide. You are no longer easily replaceable; you are essential.

Benefit 2: Build Your Brand with White-Labeling

The WanAware platform can be fully white-labeled, allowing you to offer it to your clients as your own proprietary solution. This is a powerful strategy for integrators looking to build a scalable and defensible brand.

- **Reinforce Your Brand Identity:** Every client interaction, from logging into the dashboard to viewing a monthly asset report, will feature your logo and branding. This constantly reinforces your brand's

value and positions you as a technology-enabled solution provider.

- **Elevate Your Perceived Value:** Offering a sophisticated, branded technology platform elevates your practice above traditional integrators. It allows you to command higher fees and justifies your position as a premium, strategic partner who provides both expert guidance and the tools to execute on it.

- **Own the Client Experience:** When clients log into your platform to view their asset data, you become deeply embedded in their operational workflows. The platform becomes synonymous with your service, creating a powerful moat around your client relationships.

Conclusion: The Future of Voice and Contact Center Integrators

The future of your integrator practice lies in moving beyond transactional services and becoming a deeply integrated, strategic partner. The WanAware Asset Inventory Management platform provides the foundation for this evolution.

By giving you a unified, white-labeled view of your entire client portfolio, we empower you to reduce churn, increase client stickiness, and build your brand as an indispensable partner in your clients' success.

Getting Started is Simple:

- 1. Apply:** Complete our simple online application to join the WanAware Reseller Program.
- 2. Onboard:** Meet with your dedicated partner manager to get your branded platform set up.
- 3. Deploy & Grow:** Start adding clients, discovering their assets, and transforming your integrator business.

Wanaware

www.wanaware.com

