



THE INTEGRATOR'S COMMAND CENTER: FROM IOT PROJECT-BASED WORK TO RECURRING REVENUE WITH WANAWARE ASSET INVENTORY MANAGEMENT

Introduction

As a specialist IoT Platform Integrator, your expertise is the engine of your clients' digital transformation. You are the architect of complex, mission-critical IoT solutions, deploying and managing vast fleets of connected devices across the globe. Your success is measured by seamless deployments, efficient ongoing management, and the delivery of flawless, reliable IoT operations.

However, the very nature of global IoT—powered by a fragmented ecosystem of 3G, 4G, and 5G services from dozens of different carriers—creates a significant operational drag. Maintaining a single, accurate source of truth for every SIM, data plan, and connected device in a client's estate is a manual, time-consuming, and inefficient process.

The Challenge: The Operational Drag of a Fragmented IoT Ecosystem

As an integrator, you are responsible for the end-to-end health of your clients' IoT deployments. The fragmented nature of global wireless connectivity creates significant challenges that directly impact your operational efficiency and profitability.

- **Fragmented Visibility and "Swivel-Chair" Management:** Critical asset information is scattered across dozens of disparate carrier portals. Your engineering team is forced into inefficient "swivel-chair" management, logging into multiple dashboards to activate SIMs, troubleshoot

This document outlines how the WanAware Asset Inventory Management platform solves this foundational challenge. We will detail how a centralized, multi-tenant asset view can transform your service delivery, making you an indispensable operational partner to your clients, dramatically increasing stickiness, and unlocking powerful new streams of high-margin recurring revenue.

connectivity, monitor data usage, and manage contracts. This wastes valuable, billable hours and slows down service delivery.

- **Reactive Troubleshooting and SLA Risk:** When a remote device goes offline, your team is on the clock. Without a unified view, your Mean Time to Resolution (MTTR) is high as engineers manually hunt for the device's provider and status. This puts your Service Level Agreements (SLAs) at risk and damages the trust your clients place in your managed services.

- **Cost Overruns and Inefficiency:** Without centralized tracking, it's nearly impossible to effectively monitor data consumption across thousands of SIMs. This leads to unpredictable "bill shock" from data overages that can erode your project margins or lead to difficult conversations with clients. Time spent manually auditing carrier bills is time not spent on new deployments or high-value services.
- **Transactional Relationships and Client Churn:** After a successful deployment, your relationship with the client can become purely transactional and reactive, limited to break-fix support tickets. This makes your services a commodity, vulnerable to being replaced by a lower-cost provider for the next project. The key to long-term success is to move beyond project-based work and become an essential, ongoing operational partner.

The Solution: A Single Pane of Glass for Your Global IoT Estate

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

Our platform automatically discovers, catalogs, and continuously monitors every component of your clients' wireless WAN, including:

- **SIM Inventory:** SIM status (active, suspended, deactivated), ICCID, IMSI, and associated device.
- **Carrier Services:** Wireless provider (e.g., AT&T, Verizon, Vodafone, etc.), network technology (3G, 4G, 5G), and rate plan details.
- **Data Usage:** Real-time and historical data consumption for individual devices, groups, or the entire fleet.
- **Carrier Contracts:** Renewal dates, terms, and support contact information for every provider.

This gives your integration and support teams an unprecedented level of real-time visibility, transforming your service delivery model and your client relationships.

Benefit 1: Increase Stickiness and Become an Indispensable Operational Partner

Providing your clients with a centralized platform for their entire IoT network fundamentally changes your relationship. You are no longer just the "installer"; you become the strategic partner whose platform is essential for the client's daily operations.

- **Become the System of Record:** The platform becomes the central command center for your managed services team. The client comes to rely on your platform for visibility into their own global operations.
- **Proactive Management & SLA Assurance:** Instead of waiting for a client to report a problem, your team can proactively identify issues—such as a group of devices with unusually high data usage or a sensor that has gone offline—and resolve them before they impact the client's business. This demonstrates immense value and helps you guarantee your SLAs.

- **Create a High Barrier to Exit:** 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 unified dashboard and, more importantly, the historical performance data and asset intelligence you have built within the platform. You are no longer easily replaceable; you are essential.

Benefit 2: Evolve from Integrator to High-Margin Managed Service Provider

With a complete and real-time asset inventory at your fingertips, you can build and deliver a new portfolio of high-value, recurring revenue services.

- **Data-Driven Cost Optimization as a Service:** Use the platform's data to provide clients with regular, billable reports on data plan optimization, carrier contract negotiation, and overall cost savings. You

transform from a cost center to a profit driver for your clients.

- **Premium Managed Support Tiers:** Use the platform's capabilities to offer and meet aggressive SLAs. The ability to proactively monitor and rapidly resolve issues allows you to justify higher prices for premium support and management tiers.

- **Strategic IoT Lifecycle Management:** Use the inventory to offer strategic planning services. Help clients manage the lifecycle of their IoT devices, plan for 3G/4G network sunsets, and strategize 5G rollouts based on real-world data on coverage and performance. This elevates your role from a technical implementer to a long-term strategic partner.

Benefit 3: Build Your Brand with a White-Labeled Platform

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

- **Reinforce Your Brand Identity:** Every client interaction with their IoT data—from logging into the dashboard to viewing a monthly usage report—will feature your logo and branding. This constantly reinforces your brand's value and positions you as a sophisticated, technology-enabled service provider.
- **Elevate Your Perceived Value:** Offering a branded technology platform elevates your practice above competitors who only provide implementation services. It allows you to command higher margins for your managed services and justifies your position as a premium, strategic partner who provides both expert integration and the tools for ongoing management.

- **Own the Client Experience:** When clients log into your platform to view their global IoT assets, you become deeply embedded in their operational workflows. The platform becomes synonymous with your service, creating a powerful moat around your client relationships and making it far more difficult for competitors to displace you.

Conclusion: The Future of IoT Integration

The future of your integration practice lies in moving beyond one-time projects and becoming a deeply integrated, long-term operational 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 increase operational efficiency, reduce client churn, 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 Partner Program.
- 2. Onboard:** Meet with your dedicated partner manager to get your branded platform set up.
- 3. Deploy & Grow:** Start adding clients, discovering their IoT assets, and transforming your integration business.

Wanaware

www.wanaware.com

