



THE INTEGRATOR'S COMMAND CENTER: DRIVING VALUE AND STICKINESS IN GENESYS CLOUD CX WITH WANAWARE ASSET INVENTORY MANAGEMENT

Introduction

As a specialist Genesys Integrator, your expertise is the engine of your clients' customer experience. You are the architect of sophisticated, cloud-native communications environments, orchestrating the powerful components of the Genesys Cloud CX™ platform—from Architect flows and queues to user licenses, integrations, and endpoints. Your success is measured by seamless deployments, efficient ongoing management, and the delivery of flawless, reliable contact center operations.

However, the very power and agility of the Genesys Cloud CX platform create a significant management challenge. In a dynamic, API-first environment, asset information is often fragmented across the Genesys Cloud admin UI, various third-party application dashboards, and

client-side spreadsheets. Maintaining a single, accurate source of truth for every component in a client's Genesys estate is a manual, time-consuming, and inefficient process. This document outlines how the WanAware Asset Inventory Management platform, featuring native Genesys Cloud CX API integration, 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 value and revenue.

The Challenge: Managing a Disparate Genesys Cloud Ecosystem

As an integrator, you are responsible for the end-to-end health of your clients' Genesys Cloud infrastructure. The distributed, cloud-native nature of this technology creates significant challenges that directly impact your operational efficiency and profitability.

- **Deployment and Support Blind Spots:** Critical asset information is scattered. Your team wastes valuable time manually hunting for license assignments in the Genesys Cloud admin UI, tracing dependencies in Architect, checking user

skill assignments, and cross-referencing with carrier portals for BYOC trunk details. During a critical outage, this manual data gathering slows down project timelines and jeopardizes SLAs.

- **Inefficient Operations:** Manual, repetitive tasks are a drain on your most valuable resource: your engineers' time. Manually auditing Genesys Cloud license usage (Named vs. Concurrent, Tier 1-4), tracking endpoint configurations, and compiling asset reports for client reviews are

non-billable activities that erode project margins and pull your team away from high-value strategic work.

- **Stagnant Service Revenue:** You cannot offer a managed service for assets you cannot see. Without a complete, real-time inventory, it is difficult to proactively identify opportunities to right-size license counts, manage endpoint lifecycle replacements, or build new managed service offerings around performance and availability monitoring.

- **Transactional vs. Embedded Relationships:** After a successful deployment, your relationship with the client can become transactional, limited to break-fix support tickets. This makes your business vulnerable to being replaced by a lower-cost competitor. The key to long-term success is to embed your services into the client's daily operations, becoming an essential, ongoing partner.

The Solution: A Single Pane of Glass, Powered by Native Genesys Integration

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 Genesys Cloud CX asset inventory of **every client in your portfolio**.

What truly sets WanAware apart is its **native API integration directly with the Genesys Cloud CX platform**. Instead of relying on manual data entry or disparate network scans, our platform connects to Genesys's powerful, API-first architecture to automatically discover, catalog, and continuously monitor every component in your clients' environments.

This automated discovery provides an unprecedented level of real-time visibility into all Genesys assets, including:

- **Core Configurations:** Architect Flows, Queues, Skills, and User assignments.
- **Licensing:** A complete inventory of all Genesys Cloud CX license tiers (1-4), user assignments (Named vs. Concurrent), add-on features, and AI Experience token allocations.
- **Endpoints:** Softphone configurations (Genesys Cloud WebRTC) and registered physical SIP endpoints.
- **Integrations:** A catalog of active AppFoundry applications and custom integrations configured for the client's organization.
- **Carrier Services:** Bring Your Own Carrier (BYOC) trunk configurations, DID Blocks, and Toll-Free Numbers associated with the Genesys environment.

Benefit 1: Increase Stickiness and Become an Indispensable Operational Partner

Providing your clients with a centralized platform for their entire Genesys ecosystem 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.

- **Proactive Management:** Your team can move from reactive to proactive. Instead of waiting for a client to report an issue, you can proactively identify when Named User licenses are over-provisioned, spot an Architect flow that hasn't been updated in months, or receive alerts on expiring support contracts for integrated third-party applications.
- **Accelerated Service Delivery:** When a client submits a support ticket, your team has immediate access to a complete and accurate map of their environment. They

can instantly trace call routing logic, check the skills assigned to a queue, and identify the root cause in minutes, not hours, dramatically improving your time-to-resolution and client satisfaction.

- **Demonstrate Continuous Value:** The platform becomes the system of record for all Genesys assets. The historical data, performance reporting, and operational insights it provides are a constant, tangible demonstration of the value you bring to the relationship long after the initial deployment is complete.

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 a White-Labeled Client Portal

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

- **Reinforce Your Brand Identity:** Every client interaction with their Genesys

infrastructure—from viewing their license inventory to checking the status of their queues—will happen within a platform that features 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 offer 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 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 and making it far more difficult for competitors to displace you.

Conclusion: The Future of Genesys 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, with its native Genesys Cloud CX API integration, 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' contact center 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 and connect to your clients' Genesys Cloud environments.
3. **Deploy & Grow:** Start discovering assets, delivering higher-value managed services, and transforming your integration business.

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