



# **THE INTEGRATOR'S COMMAND CENTER: DRIVING VALUE AND STICKINESS IN AVAYA CONTACT CENTER WITH WANAWARE ASSET INVENTORY MANAGEMENT**

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## Introduction

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As a specialist Avaya Contact Center Integrator, your expertise is the backbone of your clients' customer experience. You are the architect of complex, mission-critical communications environments, weaving together the powerful components of the Avaya ecosystem—from Avaya Aura® Communication Manager and System Manager to endpoints, gateways, and licenses. Your success is measured by seamless deployments, efficient ongoing management, and the delivery of flawless, reliable contact center operations.

However, the very power and flexibility of the Avaya portfolio create a significant management challenge. Asset information is often fragmented across multiple Avaya management interfaces, carrier portals, and client-side spreadsheets. Maintaining a single, accurate source of truth for every component in a client's Avaya estate is a manual, time-consuming, and inefficient process.

This document outlines how the WanAware Asset Inventory Management platform, featuring native Avaya 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 Avaya Ecosystem

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As an integrator, you are responsible for the end-to-end health of your clients' Avaya infrastructure. The fragmented 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 configurations in

Communication Manager, license details in System Manager, endpoint registrations, and SIP trunk details in carrier portals. 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 Avaya license usage (Concurrent

User, Named User, etc.), tracking hardware refresh cycles for media gateways and servers, and compiling asset reports for client reviews are non-billable activities that erode project margins.

- **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 firmware lifecycle, 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 Avaya Integration

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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 Avaya contact center asset inventory of every client in your portfolio.

What truly sets WanAware apart is its native API integration directly with the Avaya ecosystem. Instead of relying on manual data entry or disparate network scans, our platform connects to Avaya's management APIs 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 Avaya assets, including:

- **Core Infrastructure:** Avaya Aura® Communication Manager, System Manager, and Session Manager instances, including software versions and configurations.

- **Hardware & Gateways:** Media Servers (S8300, S8500, etc.), Media Gateways, and Session Border Controllers (SBCs).
- **Licensing:** A complete inventory of all license types, including usage counts for Concurrent User (CU) and Named User (NU) licenses, and expiration dates.
- **Endpoints:** Desk Phones (e.g., J-Series, Vantage), softphone clients (Avaya Workplace), and agent headsets, including model numbers, firmware versions, and registration status.
- **Carrier Services:** SIP Trunks, DID Blocks, and Toll-Free Numbers associated with the Avaya environment.

## Benefit 1: Increase Stickiness and Become an Indispensable Operational Partner

Providing your clients with a centralized platform for their entire Avaya 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 Avaya J-Series phones with outdated firmware, spot when Concurrent User licenses are nearing their capacity, or receive alerts on expiring support contracts for critical gateways.
- **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 configurations, check endpoint registration status, 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 Avaya 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 Avaya

infrastructure—from viewing their license inventory to checking the status of their desk phones—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 Avaya Integration

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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 Avaya 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' Avaya environments.
3. **Deploy & Grow:** Start discovering assets, delivering higher-value managed services, and transforming your integration business.

Wanaware

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