ENERGY PLAYBOOK FOR PARTNERS: HOW TO TURN UNMET CLIENT NEEDS INTO RECURRING SERVICES

Delivered under your brand. Built for recurring services.

Use a current view of grid, field, and OT assets, along with real-time insight into issues and impact, to help energy clients respond faster, reduce risk, and know what to do next.

www.wanaware.com

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White-labeled for your practice

Your clients see your portal, your logo, and your reporting. That helps you launch faster and build a service they associate with your team, not another vendor.

What’s changing in energy infrastructure

Energy environments are no longer static or centrally managed.

They are:

- Spread across substations, field sites, control rooms, and cloud systems
- Made up of both IT and OT systems that must work together
- Constantly changing due to field updates, upgrades, and temporary configurations

And everything is connected.

That makes it harder to answer:

- What assets are actually in the grid right now?
- Where are they located?
- What depends on what?

Most teams have pieces of this information.

But it lives in:

- CMDBs
- vendor systems
- Field spreadsheets
- Separate IT and OT tools

And it quickly becomes outdated.

That is where risk begins.

What energy clients expect now

Energy and utility organizations face pressure from:

- Cybersecurity threats targeting OT systems
- Reliability and uptime requirements
- Regulatory and audit expectations
- Safety and infrastructure risk

They expect partners to help answer:

- What assets are actually in the grid?
- Where are they located?
- What is exposed right now?
- What depends on what?
- What should we fix first?

The partner who can answer these becomes part of how the grid is managed—not just called during emergencies.

Where partners get pulled in

Client situation	What the client asks	What is really going on
Critical vulnerability alert	“Are we exposed, and where?”	Inventory is incomplete or outdated
Substation or grid issue	“What is causing this problem?”	Dependencies are not visible
Field asset mismatch	“Is this device still active?”	Records do not match reality
Audit or compliance request	“How did you identify affected assets?”	No trusted system of record
Outage or reliability issue	“What systems are impacted?”	Impact cannot be traced
Infrastructure change	“What changed?”	No current baseline
Cost review	“What are we paying for?”	Assets and services are not fully tracked

Why this is hard

- Asset data is incomplete
- Records are outdated
- Dependencies are not visible

Teams rely on data they do not fully trust—especially during critical events.

These are the moments where partners are expected to step in—and where services can be built.

How partners can help — and why WanAware changes what they can do

Partners already help with:

- Outage response
- Vulnerability response
- Audits
- Lifecycle planning

But today, answers are pieced together from:

- Spreadsheets
- CMDB exports
- Vendor tools
- Manual validation

What WanAware changes

WanAware continuously discovers assets and how they connect—without agents or intrusive scans.

Because observability is built on that live asset and dependency map, you can:

- See exactly which assets match a vulnerability
- Understand where they are and who owns them
- Identify what depends on them
- Prioritize response

When the client needs help with…	How it's done today	How WanAware changes it
Vulnerability response	Pulling lists manually	Real-time inventory and search
Root cause analysis	Multi-tool investigation	Clear starting point
Impact analysis	Estimation	Dependency-based visibility
Audit response	Manual assembly	Trusted system of record
Planning upgrades	Spreadsheet comparisons	Shared, current data
Cost cleanup	Manual audits	Continuous visibility
Reliability planning	Reviewing past issues	Identify risks earlier

Services

OT Asset Inventory Service

A current, real-time view of grid and field assets.

A trusted source of truth

Issue & Impact Review

Clear explanation of what happened and what is affected.

Faster incident response.

Security Risk Review

Visibility into exposed OT systems and dependencies.

Clear prioritization.

Lifecycle Planning Service

Support for upgrades and infrastructure changes.

Better planning.

Cost Optimization Review

Identify unused or redundant assets.

Reduced spend.

Availability & Risk Review

Identify dependency risks across the grid.

Improved resilience.

Where this service applies in real energy environments

A critical vulnerability hits OT systems.

Teams cannot quickly identify affected devices.

Read more:
When a Critical Vulnerabilty Hits Your Grid: OT Asset Inventory for Faster Response

Grid visibility is incomplete across IT and OT.

Teams rely on multiple systems and outdated data.

Read more:
Energy Grid Asset Visibility Across IT, OT, and Cloud

A substation issue cannot be traced quickly.

Dependencies across systems are not visible.

Read more:
How complex, distributed systems break without clear dependency visibility

Field data does not match reality.

Devices change without records being updated.

Read more:
Why environment visibility is the riskiest assumption

These are the moments where partners can step in with repeatable services—not just one-time support.

When to bring this to an energy client

This service is easiest to introduce when the client is already feeling the impact of limited visibility.

That often happens when:

- A vulnerability alert creates urgency
- An outage or reliability issue occurs
- Audit or compliance questions arise
- Field data does not match system records
- Leadership asks for a clear view of assets or risk

You can also start with questions like:

- How confident are you in your OT asset inventory?
- Could you quickly identify affected devices during an advisory?
- Can you trace dependencies across IT and OT systems?
- Do teams work from the same data?
- Can you clearly see what is still in use?

How to package this as a recurring service

Month 1 — Establish the baseline

- Build asset inventory
- Map dependencies
- Identify risks
- Create action plan

Monthly — Keep it current

- Track changes
- Identify new risks
- Review actions

Quarterly — Support decisions

- Plan upgrades
- Review risk
- Optimize cost

What this helps partners deliver

- Faster incident response
- Clear visibility into impact
- Better prioritization
- Improved reliability
- Reduced risk
- Lower unnecessary spend

Why this makes you harder to replace

- You maintain the most trusted view of the environment
- You help avoid surprises
- You guide decisions over time

Delivered through your experience, this value stays with you.

How to start with an existing energy client

Start with one client dealing with:

- A vulnerability
- A visibility issue
- An outage or reliability concern
- A planning or cost question

Then:

- Focus on one use case
- Build visibility
- Solve one problem
- Turn it into a recurring service

Start building your telecom services practice

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