



# **TELECOM PLAYBOOK FOR PARTNERS: HOW TO TURN UNMET CLIENT NEEDS INTO RECURRING SERVICES**

**Delivered under your brand. Built for recurring services.**

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**Use a current view of network, edge, and infrastructure assets, along with real-time insight into issues and dependencies, to help telecom clients respond faster, reduce risk, and improve reliability.**

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# White-labeled for your practice

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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 telecom networks

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Telecom networks were not built for the world they now support.

They now have to handle:

- Cloud traffic
- Edge computing
- Private 5G
- Always-on services across distributed environments

At the same time:

- Infrastructure spans legacy, cloud, and edge
- Networks change constantly
- Ownership is split across teams

That makes it harder to answer:

- What is in the network right now?
- What connects to what?
- What changed recently?

Most teams have pieces of this information.

But it lives in:

- Legacy systems
- Spreadsheets
- Separate monitoring tools

And it quickly falls out of date.

## What telecom clients expect now

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Telecom providers are under pressure to:

- Maintain uptime across distributed networks
- Support latency-sensitive services
- Deliver consistent performance
- Reduce operational costs

When something breaks, customers do not care why.

They expect it to be fixed quickly.

That means telecom teams—and their partners—need to answer:

- What failed?
- What does it affect?
- Who owns it?
- What changed?
- What should we fix first?

The partner who can answer these becomes part of ongoing operations—not just incident support.

# Where partners get pulled in

Client situation	What the client asks	What is really going on
Network outage or degradation	"What failed?"	No clear view of dependencies
Slow applications	"Is it the network or the app?"	Teams cannot isolate the fault domain
Alert overload	"Which issue matters most?"	No visibility into blast radius
Finger-pointing between teams	"Who owns this problem?"	No shared source of truth
Infrastructure change or migration	"What will this impact?"	Dependencies are unclear
Billing or cost review	"What are we paying for?"	Inventory is incomplete or fragmented
Zombie assets	"Are we still using this?"	Assets exist in billing but not in reality

## Why this is hard

- Inventory is incomplete
- Dependencies are not visible
- Data is split across systems

As your telecom benchmark content shows, teams often cannot see more than half of their infrastructure clearly

That leads to:

- Slow response
- Mis-prioritization
- Unnecessary cost

## Transition

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

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

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Partners already help with:

- Outages
- Performance issues
- Network troubleshooting
- Cost optimization

But today, answers are pieced together from:

- Monitoring tools
- Logs
- Spreadsheets
- Manual investigation

## What WanAware changes

WanAware continuously discovers assets and maps how they connect.

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

- Identify the true root cause
- See the blast radius of an issue
- Understand which services are impacted
- Prioritize response

This removes the guesswork and finger-pointing common in telecom environments

When the client needs help with...	How it's done today	How WanAware changes it
Root cause analysis	Multi-tool investigation	Clear fault domain identification
Impact assessment	Guessing	Dependency-based blast radius
Prioritization	Alert volume	Impact-based prioritization
Cross-team alignment	Finger-pointing	Shared source of truth
Cost cleanup	Manual audits	Continuous asset visibility
Migration planning	Risky assumptions	Dependency-aware planning
Performance issues	Trial and error	Clear visibility into cause

## Services

### Network Inventory Service

A current, real-time view of all network and infrastructure assets.

A single source of truth.

### Issue & Impact Review

Clear explanation of what happened and what was affected.

Faster resolution.

### Performance & Reliability Review

Identify bottlenecks and degradation points.

Improved service quality.

### Cost Optimization Review

Identify unused circuits, licenses, and resources.

Reduced OpEx.

### Migration & Change Planning Service

Map dependencies before changes.

Lower risk.

### Availability & Risk Review

Identify dependency risks across the network.

Improved resilience.

# Where this service applies in real telecom environments



A network outage affects multiple services.

Teams cannot see the full impact.

Read more: [See how network outages impact services beyond what teams can see](#)



Teams cannot determine root cause quickly.

Multiple systems point in different directions.

Read more: [Understand why root cause is hard to isolate across systems](#)



Zombie assets drive unnecessary cost.

Circuits and services are still billed but unused.

Read more: [See how telecom teams uncover and eliminate unused assets](#)



Changes create unexpected outages.

Dependencies are not fully understood.

Read more: [Understand how hidden dependencies turn small changes into outages](#)

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

# When to bring this to a telecom client

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

That often happens when:

- Outages take too long to resolve
- Teams argue over root cause
- Performance issues are unclear
- Costs continue to rise
- Migrations or changes feel risky

You can also start with questions like:

- Can you clearly identify root cause during an outage?
- Do you know what services are impacted by a failure?
- Can you prioritize based on impact, not alerts?
- Are you confident in your asset inventory?
- Do you know what you are still paying for but not using?

## How to package this as a recurring service

### Month 1 — Establish the baseline

- Build asset inventory
- Map dependencies
- Identify risks

### Monthly — Keep it current

- Track changes
- Review issues
- Prioritize actions

### Quarterly — Support decisions

- Plan upgrades
- Review cost
- Improve resilience

## What this helps partners deliver

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- Faster outage resolution
- Clear root cause identification
- Better prioritization
- Reduced operational cost
- Improved reliability
- Less finger-pointing

## Why this makes you harder to replace

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- You provide the most trusted view of the network
- You reduce uncertainty during incidents
- You guide decisions over time

Delivered through your experience, this value stays with you.

## How to start with an existing telecom client

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Start with one client dealing with:

- Outages
- Performance issues
- Cost concerns
- Visibility gaps

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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