



EARNING RECURRING REVENUE WITH ACTIONABLE OBSERVABILITY FOR TECHNOLOGY ADVISORS



WanAware Technology Advisor Playbook Series

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Executive Summary:

Technology Advisors are being asked to do more than recommend tools. Clients want faster, clearer answers when something breaks without weeks of investigation. They want to know where the problem started, what it touches, and what to do next.

Most monitoring tools tell you something has changed. They do not tell you why it matters. They do not show how systems depend on each other.

Actionable Observability changes that. Actionable observability for Technology Advisors means tying alerts to cause, impact, and next steps.

By building on automated asset discovery and a live map of how systems connect, WanAware helps Advisors provide clearer incident response, better risk prioritization, and structured operational reporting.

The model in 3 steps

Step 1



Establish a current asset and dependency map for each client (AIM).

Step 2



Connect alerts to cause, impact, and next steps with Actionable Observability.

Step 3



Report monthly operational insight clients keep paying for.

The Advisor Shift: From Recommendation to Operational Clarity

Modern environments are complex:

- Hybrid and multi-cloud infrastructure
- SaaS applications
- IoT and OT devices
- Distributed locations
- Telecom circuits and SD-WAN overlays

Clients often use separate tools for [security](#), [performance](#), and [availability](#). Each tool produces alerts. Few explain how those alerts relate to the structure of the environment.

When an issue occurs, leaders ask:

- What caused this?
- What depends on it?
- How big is the impact?
- What do we fix first?

If the answer requires switching between tools and spreadsheets, response slows and confidence drops.

Technology Advisors who can provide clear answers in these moments become essential partners.

The Core Problem: Too Many Alerts, Not Enough Context

Monitoring tools are good at detecting issues.

They can show:

- High latency
- Service outages
- Vulnerabilities
- Unusual traffic

But teams often receive too many alerts, and it is hard to tell which one matters most. Monitoring tools can tell you something is wrong. They usually do not tell you what caused it, what is affected next, or what should be fixed first. Without a current map of assets and how they connect, teams end up rebuilding context during the incident.

The Foundation: A Current Map of the Environment

WanAware's Actionable Observability builds on [Asset Inventory Management \(AIM\)](#).

AIM automatically discovers assets across cloud, on-prem, SaaS, IoT, and OT environments. It maps how those assets connect and keeps that map current as environments change.

This creates:

- A current list of assets
- A clear view of what depends on what
- A shared, up-to-date map of the environment

Without this foundation, alerts cannot be evaluated in context.

Actionable Observability for Technology Advisors

Actionable Observability works by linking three things: a current asset inventory, a live dependency map, and the signals your client already collects. When an alert fires, WanAware uses that dependency map to show where the issue likely started, what is affected, and what to address first.

That “what is affected” context comes from WanAware’s Relationship Graph, a continuously updated map of how systems depend on each other. It shows the dependency path behind an alert, so technical teams can validate the conclusion instead of guessing.

For technical evaluators, learn more about the [Relationship Graph](#).

What This Enables for Technology Advisors

Actionable Observability supports a practical, repeatable service model.

1. Faster Incident Clarity

When an outage or security issue occurs, Technology Advisors can:

- Identify the likely starting asset
- See what depends on it
- Estimate potential impact
- Guide escalation with better information

For some carrier outage cases, the platform can automatically open a ticket and escalate it, so your team does less back-and-forth. This improves response time and increases client confidence.

2. Risk Prioritization Based on Real Impact

Technology Advisors can see how alerts relate to systems and impact:

- What critical systems depend on
- Where the highest impact would occur
- Which issues pose the greatest operational risk

This shifts the conversation from “number of alerts” to “business impact.”

3. Ongoing Operational Reporting

With a shared map of the environment in place, Technology Advisors can deliver structured reporting such as:

- Incident summaries tied to impact
- Dependency-based risk views
- Availability and performance trends
- Change impact tracking
- Exposure trends over time

This supports monthly and quarterly conversations, not just reactive troubleshooting.

The Recurring Revenue Opportunity

		Client Output
Month 1: Establish the baseline	<ul style="list-style-type: none"> • Confirm asset discovery coverage • Validate dependency mapping for key services • Establish signal ingestion (security, performance, availability, change) • Identify immediate blind spots 	Observability Baseline Report
Monthly: Operational clarity	<ul style="list-style-type: none"> • Incident context review tied to impacted services • Signal-to-impact prioritization (what matters first) • Escalation support with clearer scope 	Monthly Operational Insight Report
Quarterly: Strategic review	<ul style="list-style-type: none"> • Risk reduction and resilience planning • Change impact review for key services • Trend review (availability, performance, exposure) • Coverage improvements and next priorities 	Quarterly Observability Strategy Review

Present This as Your White-Labeled Client Portal

Many Technology Advisors choose to present WanAware as part of their own managed services offering.

The platform can be delivered through a white-labeled portal experience, allowing Advisors to provide reporting, incident context, and a clearer view of what needs attention under their own brand.

This makes it easier to position services such as:

- Monthly operational reports
- Incident context and escalation support
- Risk and dependency reviews
- Quarterly observability strategy sessions

For clients, the experience is a single portal where they can understand how their environment

Why This Reduces Churn

Clients rarely replace Technology Advisors who:

- Provide clear incident explanations
- Help prioritize risk
- Lead operational reviews
- Guide structured planning

When your insights are tied to a current map of their environment, replacing you means rebuilding that understanding from scratch. That makes your role harder to replace.

Common Questions

“We already have monitoring tools.”

Monitoring tools can tell you something is wrong. Actionable Observability helps you see what it is connected to, what is likely affected, and what to fix first.

“Is this just security?”

No. It evaluates security, performance, availability, and change signals using one shared map of the environment.

“Will this require installing agents everywhere?”

WanAware is agentless, which keeps deployment lighter in complex environments.

“Is this difficult to deploy?”

The platform integrates with common cloud and infrastructure sources to ingest asset and signal data, allowing staged rollout.

Conclusion

Technology Advisors who focus only on procurement compete on price. Advisors who provide operational clarity become embedded partners.

Actionable Observability, grounded in automated asset discovery and live dependency mapping, enables Technology Advisors to move from reactive response to structured insight. This supports building recurring revenue tied to ongoing value.

Next Step: Partner Onboarding

If you want to offer Actionable Observability as a managed service, you'll receive onboarding guidance for:

- The partner model
- How AIM and Observability fit together
- How to position this with your first client
- How to structure recurring services

[Apply to the Technology Advisor Partner Program](#)



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