



TECH ADVISORS: TURN TRANSACTIONS INTO RECURRING REVENUE

**Launch your branded visibility services in
minutes**

White-label ready

Your logo. Your domain. Your client portal.

You are not introducing another vendor platform.

You are launching a service your clients experience as your own.

WanAware gives you the foundation to do that in minutes.

www.wanaware.com

Why This Matters Now

Technology environments are no longer simple.

They are made up of interconnected systems:

- Carriers
- Cloud platforms
- SaaS applications
- Network overlays
- Devices and endpoints

Everything depends on something else.

Yet most environments are not understood as a whole.

That is why:

- Outages take too long to resolve
- Impact is unclear
- Renewals are reactive
- Cost optimization is inconsistent

The opportunity is not to add another tool.

The opportunity is to **make the environment understandable and manage it over time.**

Why Traditional Monitoring Falls Short

What most tools show	What WanAware shows
• Alerts • Metrics • Individual systems • Symptoms • Isolated dashboards	• Root cause • Downstream impact • Relationships between systems • Business context • A connected operating record

Most tools show signals.

They do not explain how systems relate or what the signals mean.

[See how WanAware builds a connected operating record](#)

A Different Model of Observability

WanAware works differently because it is built on:

- A complete asset inventory across circuits, hardware, cloud, SaaS, and contracts
- A live relationship map that shows how systems connect and depend on each other
- Context-driven observability that ties issues to root cause and impact

This is what enables you to move from reporting activity to explaining outcomes.

[Learn how asset discovery works](#)

[See how dependency mapping reveals impact](#)

[Understand how root cause is identified](#)

From Reacting to Leading

When you can see assets and relationships clearly,
you can:

- Explain issues instead of chasing them
- Show impact instead of guessing
- Identify risk before it becomes an outage
- Guide decisions with context

You are no longer coordinating vendors.
You are leading the environment.

Launch Your Branded Service in Minutes

With WanAware, you can launch:

- A branded client portal
- A unified operating record
- Dependency visibility
- Ongoing service delivery

All under your brand.

No long build cycles.
No custom development.

This becomes your service

Your client does not see another vendor tool.

They see:

- Your platform
- Your insights
- Your service

WanAware powers it behind the scenes.

The Services You Can Offer

Turn visibility into structured, repeatable services

Service	What you deliver	Why it matters
Visibility & Mapping	Full asset inventory and connection map	Creates a baseline and makes the environment understandable
Risk & Dependency Analysis	Dependency analysis, single points of failure, risk insights	Helps clients see exposure before issues occur
Incident Impact & Root Cause	Root cause identification, downstream impact analysis, client-ready explanations	Shows exactly what happened and what was affected
Lifecycle & Renewal Management	Contract tracking, renewal planning, lifecycle visibility	Keeps renewals proactive instead of reactive
Cost Optimization	Unused service identification, billing validation, cost reduction opportunities	Connects visibility to measurable financial value

These services are visible, repeatable, and easy for clients to understand.

How to Package and Price This

You are selling the services, not the platform

Package	Purpose	Includes	Pricing options
Foundational Visibility Package	Establish baseline and open the relationship	Asset inventory, environment mapping, initial findings	One-time project fee or onboarding tier
Ongoing Visibility & Advisory	Core recurring revenue layer	Continuous updates, dependency tracking, reviews, renewal visibility	Monthly subscription (per site, location, or environment)
Incident & Impact Support	High-value differentiation	Root cause analysis, impact reporting, post-incident reviews	Premium tier or add-on
Optimization & Cost Management	Tie service to measurable ROI	Cost reviews, unused service identification, SLA validation and credits	Premium tier or percentage of savings

This shifts your model from one-time transactions to ongoing services.

You Don't Need a New Sales Motion

You're already having these conversations.
This gives you a better way to lead them.

Start with the Right Moment

When to introduce	What you say	What you do	What the client gets
Performance issues or unclear problems	"Let's map what your environment depends on so we can see where this starts."	Map environment and dependencies	Clear root cause and impact
During or after an outage	"We can show where this started and what else was affected."	Run root cause and impact analysis	Clear explanation instead of guesswork
Before renewals	"Let's review what's actually in use before anything renews."	Review assets and contracts	Better renewal decisions
Cost discussions	"We can identify what you're paying for but not using."	Analyze usage and inventory	Immediate savings opportunities
New deployments (SD-WAN, SASE, UCaaS)	"We can map how this will connect and what it will impact."	Map dependencies and future state	Reduced deployment risk
QBRs or account	"We'll walk through what's changed and what to address next."	Deliver structured visibility review	Ongoing advisory value

Keep the motion simple

1. Map the environment
2. Show what connects and depends on what
3. Identify gaps, risks, or waste
4. Recommend actions
5. Offer ongoing service

What This Changes for Your Business

- You stay involved after the sale
- You lead conversations instead of reacting
- You deliver structured services
- You build recurring revenue
- You become harder to replace

Launch Your Branded Visibility Service

You already have the relationships.

You already understand the environment.

Now you can deliver a service that brings it all together.

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



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