CASE STUDY

FROM A THREE-MONTH CONNECTOR BACKLOG TO SAME-WEEK ONBOARDING

How a multi-tenant MSP used the WanAware Integrator SDK to stop losing margin to custom connector engineering

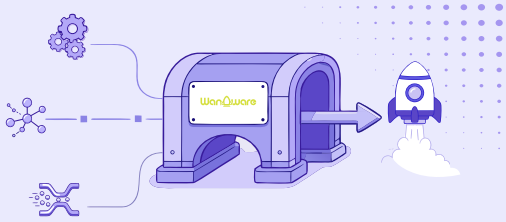
THE SITUATION

This MSP had built its reputation on flexibility: it would take on clients running almost any combination of networking, security, and cloud tooling, and make it work. That flexibility came at a cost. Every new client with a stack the team had not already built a connector for meant a fresh round of bespoke integration engineering, pagination handling, authentication wiring, and data formatting, built from scratch and maintained forever after.

By the time this case study picks up, a two-person integrations team was carrying a backlog of client-specific connector requests that stretched three months out, and every new sales opportunity that depended on a platform the team had not yet integrated effectively stalled behind that backlog.

THE CHALLENGE

- **Every client stack was its own project.** One client ran Cisco Meraki and Fortinet. Another ran AWS cloud-native infrastructure with CrowdStrike EDR. A third ran a niche industry-specific platform nobody on the team had touched before.



ORGANIZATION: A regional MSP serving roughly 60 mid-market clients across manufacturing, healthcare, and professional services.

SCENARIO: A backlog of client-specific connector requests was sitting behind a two-person integrations team, delaying new client onboarding by months.

CLIENT STACK DIVERSITY: Cisco Meraki and Fortinet for networking and perimeter defense on some accounts, AWS cloud-native infrastructure and CrowdStrike EDR on others, plus several niche legacy platforms unique to individual clients.

TEAMS INVOLVED: A two-person integrations and platform engineering team supporting the entire client portfolio.

KEY OUTCOMES

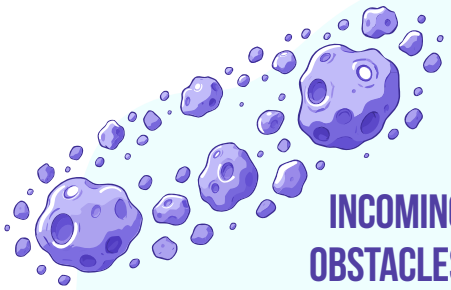
- ✓ New client onboarding time dropped from an average of ten weeks to under a week.
- ✓ Four previously unsupported client platforms were integrated in a single sprint instead of a single quarter.
- ✓ The integrations team shifted from reactive, one-off project work to a standardized, repeatable delivery process.
- ✓ Connector maintenance across the full client portfolio now takes a single gen re-run instead of per-client manual patches.
- ✓ Integration delivery moved from a cost center to a packaged, billable onboarding offering.

Each combination meant engineering a new connector essentially from zero.

- **80 to 120 hours of plumbing before any client-specific value.** Most of that engineering time went into the same boilerplate every connector needed: pagination, retry logic, authentication handling, and data formatting, work that had nothing to do with the platform being integrated and everything to do with infrastructure the team had already built a dozen times before.

- **Maintenance drift across a growing connector fleet.** Hand-rolled connectors built by different engineers at different times handled errors, identifiers, and concurrency inconsistently. A single change to a core platform API meant touching every affected connector by hand, and nobody was fully confident the fleet was consistent.

- **Onboarding delays that cost real deals.** A ten-week average onboarding timeline for clients with an unsupported stack was, in practice, a sales cycle killer. Prospective clients evaluating faster-moving competitors did not wait.



INCOMING OBSTACLES

Bespoke connector engineering typically runs 80 to 120 hours per integration and 3 to 6 months to fund, scope, and deliver as a custom enterprise project, the exact overhead that erodes MSP margins fastest.

WHAT THE MSP DID

The MSP adopted the **WanAware Integrator SDK** as the standard way every new client connector got built, replacing ad hoc, per-engineer custom development with a single declarative, AI-assisted process.

- **Declarative generation instead of hand-built plumbing.** Engineers described each client platform's endpoints and extraction behavior in a single sdk-config.yaml manifest, and the SDK generated the transport, concurrency, and schema registration automatically, leaving the team to write only the authentication and data-extraction logic genuinely specific to that platform.

- **AI-assisted mapping with a human still signing off.** The SDK's AI tooling proposed property mappings for each new platform, always flagged confirmed: false until an engineer explicitly reviewed and approved them, so AI acceleration never came at the cost of a human checking the work before it shipped.

- **One Golden Record across every client's mixed toolset.** Match and survivorship configurations resolved the

same physical device reported by a client's EDR platform, network controller, and cloud provider into a single authoritative asset record, instead of three overlapping ones per client.

- **Fleet-wide patching through a single re-run.** Because infrastructure code stays SDK-owned across every connector, a platform update or security patch now propagates across the entire multi-client connector fleet with one gen re-run, instead of a manual pass through dozens of individually maintained codebases.

SCENARIO:

A new client arrives running a regional telecom platform the MSP has never integrated before. Rather than scoping a multi-month custom build, an engineer describes the platform's API in a config manifest, lets the SDK generate the baseline service, writes the handful of lines of authentication logic the platform actually requires, and has a validated, production-ready connector running before the end of the week.

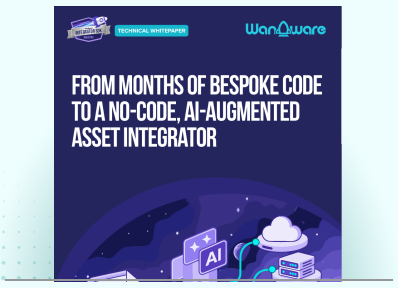
THE OUTCOME

Average onboarding time for clients running a previously unsupported stack dropped from roughly ten weeks to under a week. Four client platforms that had been sitting in the backlog for a full quarter were integrated, validated, and in production within a single two-week sprint.

The two-person integrations team did not grow. Instead of spending most of its time re-building the same transport and authentication plumbing for every new client, it now spends that time on the handful of lines of logic that are genuinely unique to each platform, and on the client-specific reporting and alerting work that actually shows up in what the MSP sells.

From Months to Minutes.

Integrator SDK white paper here



Connector maintenance, previously a quiet, compounding tax on the team's time, is now a single regeneration step applied across the whole portfolio whenever the SDK ships an update, rather than a manual pass through every client's individual codebase.

THE TAKEAWAY

This MSP's integrations backlog was never a sign that the team lacked skill. It was a sign that nearly all of the engineering time going into each connector had nothing to do with the client platform it was built for. Turning that plumbing into a no-code, AI-augmented, about-60-minute declarative build, with a human still verifying every mapping before it ships, turned integration delivery from a drag on margin into a service the MSP could actually sell.

READY TO TURN YOUR NEXT INTEGRATION BACKLOG INTO A SPRINT?

See the Integrator SDK in action

FREE TRIAL SEE A DEMO

WanAware delivers Actionable Observability and Asset Inventory Management for modern, connected enterprise environments. By combining real-time asset discovery with an intelligent, live dependency relationship graph, WanAware helps infrastructure, security, and reliability teams eliminate blind spots, drastically reduce alert noise, and prevent critical enterprise downtime.

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