

The TDIT Group and ZS Alliance Consulting Launch ARMaas(TM) to Accelerate Cloud Partnerships

Delivering a Service that Turns Basic Cloud Partnerships into Strategic Alliances

San Francisco, California Mar 12, 2025 ([IssueWire.com](https://www.issuewire.com)) - The TDIT Group and ZS Alliance Consulting are excited to announce the availability of Alliance Relationship Management as a Service - [ARMaas\(TM\)](#), a comprehensive solution designed to streamline, enhance, and generate revenue through the major Cloud partner programs.

ARMaas(TM) is an end-to-end managed service that addresses all the complexities of participating in Cloud partner programs offered by major providers, including AWS, Microsoft Azure, and Google Cloud Platform. This innovative service is led by experts who have been instrumental in developing these foundational partner programs since 2010. ARMaas(TM) encompasses all aspects of partner program participation, including the running of co-selling programs, earning go-to-market funding, advancing partner status and badging, managing marketplace listings, and executing joint marketing campaigns.

"Managing cloud alliances requires dedicated resources and continuous awareness of evolving requirements," said Dipankar Bhawal of The TDIT Group. "ARMaas(TM) ensures that our clients not only meet these demands but also maximize the benefits and opportunities available through their cloud partnerships."

ZS Alliance Consulting, led by tech veteran Zoltan Szabadi, brings extensive experience in cloud and startup ecosystems, specializing in growing channel sales, partnerships, and alliances for tech companies. This expertise complements The TDIT Group's delivery capabilities, ensuring that ARMaas(TM) clients receive unparalleled support in navigating complex Cloud partner programs.

"ARMaas(TM) empowers organizations to stay ahead of the competition and achieve higher ROI by effectively managing their Cloud and ISV alliances," said Zoltan Szabadi. "I've worked with thousands of companies trying to partner with the major Clouds, and most of them utilize only a fraction of the available benefits. ARMaas(TM) unlocks all of these and ensures our clients rise to the top of each Cloud partner ecosystem."

About The TDIT Group

The TDIT Group is a global business and IT services company specializing in digital services, transformation services, business process services, and cloud services. They are dedicated to transforming businesses and delivering tangible impact built on trust.

www.tditgroup.com

About ZS Alliance Consulting

ZS Alliance Consulting leverages decades of cloud and startup experience to grow channel sales, partnerships, and alliances for tech companies. They specialize in partner and alliance management services, including the delivery of ARMaas(TM) in collaboration with The TDIT Group.

www.zsallianceconsulting.com

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