

SKYAZEN™ Launches SAMZENITE™—Industry's First Branded SAMaaS Framework

A Truly Disruptive Service in Strategic Account Management

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SKYAZEN™, a conviction-led advisory firm founded by industry veteran Sunil Kumar Kumaran, today announced the launch of SAMZENITE™, the industry's first branded framework for Strategic Account Management as a Service (SAMaaS). Designed for CXOs and enterprise leaders, SAMZENITE™ is a modular, founder-led approach built to transform account stewardship into a lasting growth engine.



SKYAZEN Logo

"SAMZENITE™ by SKYAZEN™ stands for more than strategy—it stands for predictability in pursuits, purpose in partnerships, and performance that persists," said Kumaran. "It is our promise to turn ambition into acceleration. It's built for CXOs, designed for scale, and delivered with precision, ensuring a high degree of predictability in revenue and spend."

SAMZENITE™: Strategic Account Management at Its Zenith

The SAMZENITE™ framework is designed to help organizations at every stage of their account lifecycle through three core pillars:

- Incubate: Focus on establishing early-stage traction.
- Influence: Accelerate mid-sized account growth.
- Inspire: Reignite mature client relationships.

The service can be delivered through a Build-Operate-Transfer (BoT) model, where SKYAZEN™ helps build and scale relationships before transitioning them back to the client's team. It is also powered by an optional execution model where its global teams provide direct support. Delivery options include onsite U.S. presence, nearshore teams in Canada, bi-coastal teams in India, or hybrid configurations.

About SKYAZEN™

SKYAZEN™ provides advisory services and proprietary frameworks to startups, SMEs, and enterprises. The firm blends decades of global experience with strategic clarity, helping organizations navigate complexity with a focus on execution.

Its proprietary frameworks include:

- G.A.M.E.O.N™ – Global Advisory & Managed Engagements Onsite/Offshore & Nearshore. The Global Advisory component provides strategic guidance in business, marketing, talent, and procurement. The Managed Engagements portion focuses on delivering mission-critical programs with engineering excellence, precision, and productivity. This is delivered via a hybrid model of onsite, nearshore (Canada), and offshore (India) teams.

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SAMZENITE™ by SKYAZEN™ stands for more than strategy, it stands for predictability in pursuits, purpose in partnerships, and performance that persists, top business drivers for CXO's and Sales Leaders”

Sunil Kumar Kumaran



Sunil Kumar Kumaran

- P.A.I.D. Services™ – Program/Product Management, Architecture, Implementation, Domain & Development backed by Excellence in Engineering.
- SK(AI)LED™ Services – This framework goes beyond mere AI adoption, focusing on practical implementation that drives business results and predictive outcomes. Powered by SKYAZEN's proprietary AI capabilities, our services provide predictive analytics, intelligent insights, and automated workflows that enhance strategic advisory and ensure superior outcomes for our clients.

“We believe AI should deliver goods—not just glory,” added Kumaran. “Our approach is rooted in clarity, conviction, and a disciplined application of technology to solve real business problems.”

A Note of Gratitude

"I wish to express my sincere thanks to the client leaders who've championed our conversations and shown a profound belief in SKYAZEN™ from the very beginning. Your trust is deeply valued, and we are committed to honoring it in full. We are focused on delivering not just direction, but durable and defining outcomes that build legacies for our clients," said Kumaran.

Trademark & IP Notice

Trademarks pending or registered: SKYAZEN™, SAMZENITE™, SK(AI)LED™, G.A.M.E.O.N™, and P.A.I.D™ Services. SKYAZEN™'s G.A.M.E.O.N Anthem copyright filing is in progress.

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