



## Leading Middle East SaaS vendor established in the cloud transforms product with migration to Azure

Formed in 2003, Dubai-based Cazar was born in the cloud and its award-winning Sniperhire e-recruitment technology has always been marketed as a robust online solution. Intriguingly, though, 14 years of success on, the company's made a careful move to a new cloud platform - Microsoft Azure. The reason: access to a treasure trove of powerful platform-as-a-service features, says its CTO - and better ways to run his infrastructure.



### Customer

Cazar

**Website:**

[www.cazar.com](http://www.cazar.com)

**Country:** UAE

**Industry:** Professional services

### Customer profile

With offices in Malaysia, Dubai and Saudi Arabia, UAE's Cazar markets a leading e-recruitment solution for the entire hiring cycle, from candidate marketing and applicant tracking to onboarding.

### Software and services

Azure Infrastructure as a Service  
Azure Blob Storage  
Application Insights  
Azure Cache (redis)  
Azure Platform as a Service  
Azure Analysis Services  
Machine learning

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Mohammed Owais, Chief Technology Officer, Cazar

### Can cloud become even better?

In the Middle East, if a company is actively looking for new talent, it'll likely turn to Cazar. With offices across Asia and the Gulf, hirers in a myriad of industries have become avid users of this rapidly-growing UAE business' Sniperhire e-recruitment solution. Since 2003, it's won business in no less than 64 countries around the world.

Key to that rapid international growth has been the fact that Sniperhire has been a cloud-delivered solution since day one, powered by Rackspace. Incidentally, almost all of the rest of the Cazar tech stack is actually from Microsoft, from .NET as the development framework to SQL Server as the database.

But things have changed recently, explains the company's go-ahead CTO, Mohammed Owais. “We were running into some cost and flexibility issues with our way of using cloud. We also wanted to speed up delivery of product features and offer more innovation to our end customers,” he says. “As a Microsoft shop, it made sense to look at where Azure had got to - and I have to say, we were delighted.”

Even so, no enterprise would see a change in the main engine room of the organization as a weekend changeover, and neither did Owais. “We spent six months from the initial decision to start working with the Platform as a Service (PaaS) and Infrastructure as a Service (IaaS) features of Azure to the full transformation, which has just happened,” he notes. “As this is a truly mission-critical functionality, we made very sure - working in strong technical partnership with Microsoft Gulf - at each step of the way, with extensive testing, that this was going to offer nothing less than equivalent service levels to our many customers.”

### Move to full DevOps

But Owais and the rest of Cazar's leadership want much more than that - they don't just want the status quo. “We have seen immediate benefits from the change,” he confirms. “Our internal team says that the new set-up is already allowing us to speed up development in both improved quality and reduced time to market of new Sniperhire features.”

A great start - but it really is just that, he is convinced. “There are so many amazing services just there for us to work with in Azure,” he says. Already, Cazar created a special new service for selected clients based on the machine learning and data analysis functionality that come as standard for Azure customers, for instance. Owais also sees huge potential for improved internal efficiency with the chance to focus team effort into “true DevOps - the chance at last to just focus on what great new things we can offer customers, not provision and manage hardware,” he predicts.

Ultimately, though, the end point has to be a digital transformation of Sniperhire itself. “We’re doing this to offer a better end product to the market,” he confirms. “And Azure is the way we’re going to achieve just that.

“There’s never been a better time for an ISV to be on the Microsoft stack,” he concludes.

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- Empower employees
- Engage customers