**Azizi Developments completes cloud migration for enhanced operational efficiency**

* 66% of Azizi’s IT costs have now been saved and redirected towards customer happiness programmes
* Customers will benefit from faster response times, enriched updates and communications, improved information precision, and more.

**Dubai, United Arab Emirates, 17 August 2020:** Azizi Developments, a leading private developer in the UAE, has successfully completed its cloud computing migration, effectively augmenting its operational efficiency and allowing it to serve its customers faster and better.

Cloud computing, which is the digital delivery of different services such as data storage, servers, databases, networking, and software, and more via the internet, is becoming increasingly important to growth-oriented businesses that are on the pursuit of operational excellence. By migrating its cloud services, Azizi has successfully upgraded its cloud to a well-established provider that offers better functionality and enhanced services, propelling the technologically savvy developer further in its digitisation journey.

While such migrations can often entail IT threats, such as information theft, data loss, and prolonged downtime, Azizi has successfully completed its migration within a window of 4.5 hours at night-time without any data damage or the potential of any cybersecurity breaches.

As a result, the developer is saving over 66% of its IT costs, which it is redirecting towards ensuring customer happiness, such as through community enhancements and Customer Care team augmentations, while the quality of its cloud has been improved, allowing for better productivity levels. Benefits that Azizi’s customers will now reap from this include faster response times, enriched updates and communications, improved information precision, and more.

Dr. Syed Mahsud Ali, Chief Information Officer at Azizi Developments, said: “Migrating to a more capable and reliable cloud provider not only helped us optimise our costs, which is vital to any rapidly-growing enterprise, but also is in the best interest of our valued customers, who will now see all departments, especially our Customer Care team, become more agile and efficient. This is merely one of the many implementations that we are undertaking as part of our Digital Transformation programme - we look forward to announcing several more success stories in the near future.”

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**About Azizi Developments**

Azizi Developments is a leading developer based in Dubai, UAE. With thousands of homes successfully delivered to local and international investors and end users of over 100 nationalities, the developer prides itself on its extensive portfolio of modern luxury developments across Dubai’s most sought-after residential destinations, its construction-driven approach, and its commitment to transparency and customer centricity. Azizi’s residential and commercial properties are investor friendly, catering to all lifestyles. The developer makes it its international mission to develop lifestyles and enrich the lives of its residents with a focus on catalysing the vision and development of the markets that it operates in.

Azizi currently has approximately 100 ongoing projects that are to be delivered between 2020 and 2023, and an additional 100+ projects in planning, worth several billion US dollars, that are projected to be delivered between 2023 and 2025. The company has a strong track record and sizeable project pipeline through its extensive land bank and strategic partnerships with Dubai’s key master developers and is instrumental in developing world-class properties in MBR City, Palm Jumeirah, Dubai Healthcare City, Al Furjan, Studio City, Sports City and Downtown Jebel Ali.

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