

Shiji propels hospitality businesses with global deployment on AWS



Executive Summary

[Shiji Enterprise Platform](#), an API-first infrastructure service optimized the guest experience for hotel chains across the world by leveraging the global deployment capabilities of the [AWS cloud](#). After observing the prevalence of legacy property management systems across various markets within the global hotel industry, executives at Shiji Enterprises turned to Amazon RDS to develop a more efficient and modernized management platform that was more suitable to the needs of a digitally savvy customer base.

Amazon RDS helps Shiji build transformative platform for customers

Shiji Enterprises aimed to develop a platform that could help global hotel chains increase efficiency and significantly enhance the overall hospitality experience while improving operations. These digital services such as mobile check-in and room selection all required the availability of APIs which was not the case for most global hotel chains. With legacy systems that operated on premises, many hotel chains encountered challenges when attempting to consolidate, analyze, and leverage data at scale. The Shiji Enterprise Platform aimed to resolve these challenges and enable more agility for its hotel chain customers by transferring all infrastructure from legacy systems to the cloud. In order to provide such a platform service for its global customer base, Shiji was aware of the need to have a highly stable host. In an effort to focus on the development of the innovative software for its hospitality solution, Shiji sought a third-party host that could effectively handle scaling, maintenance, and operations and chose AWS. In developing its software, the company leveraged a variety of different databases on AWS including transactional databases, full text data, and data-like architectures.

Shiji group Chief Architect Michael Heinze elaborates on the value of AWS within the company's strategy, "we selected AWS because it provides the deepest and the most mature software stack on its infrastructure. That helps us because when we know that the foundation is stable, we can focus more on actually solving industry problems, not trying to build some underlying database engine or application model."

About Shiji

Shiji Enterprise Platform provides an integrated suite of technological solutions that empower hotel, retail, food, and entertainment companies to better connect with their guests.

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Shiji runs multiple applications across the globe while reducing total cost of ownership (TCO) with Amazon RDS

Following its partnership with AWS, Shiji successfully deployed its platform across the globe for customers, running multiple applications in Europe, China, Asia and US. The company leveraged several features on Amazon RDS for its hospitality solution including the Amazon RDS networking layer, the AWS firewall, and the built-in network security. [Amazon Elastic Kubernetes Services](#) (EKS) featured prominently in the capability and performance of the Shiji Platform's instances. In total, the company counts 28 AWS services that are deeply embedded within its platform and are essential to daily operations. Rather than needing to enact thousands of different installations across the globe, with AWS, Shiji was able to deploy to multiple regions and effectively serve the entirety of its customer base. The management of AWS databases has increased ease-of-use and improved efficiency for the Shiji team. In addition to a reduction in database licensing costs and complexities, Shiji reports better application and monitoring with AWS across their operations.

Heinze explains how partnering with AWS accelerates Shiji's global performance while improving TCO. "Partnering with AWS feeds into our efficiency loop where we can constantly improve how we operate and run our multiple locations. As we go along, we are actually step-by-step loading off to AWS services. Because in total we see that gives us better TCO."

Amazon RDS supports Shiji's industry leadership in business optimization for customers

With every data point and business process available through APIs, Shiji increases agility for the global hotel chains in its customer base with Amazon RDS. Through the APIs, functionality for Shiji customers is optimized across all applications, websites and booking engines. Through its partnership with AWS, Shiji is providing a service that has previously been unavailable to the industry at scale. With bolstered security and full support for its innovation, Shiji seems poised to continue its partnership with AWS.

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