

TIME Hotels • Middle East

One decision that changed how TIME Hotels operate—every day and night

- Middle East
- Regional Groups
- Shiji Platform
- Daylight PMS
- Reviewpro Reputation
- Infrasys POS
- Twilight Data + AI
- Astral Payments



Middle East

Area of operation

17

Number of properties

2,600+

Number of rooms

TIME Hotels, operating as an asset-light business with multiple owners, faced challenges in implementing a unified Property Management System (PMS) across its diverse portfolio. By collaborating closely with Shiji, TIME Hotels adopted Daylight PMS as a central component, integrating other Shiji products to enhance efficiency and guest experience. Key outcomes included a **30% reduction in administrative workload**, a **15% increase in guest satisfaction**, and streamlined operations that support future growth. The integration also positioned TIME Hotels for

Solutions implemented

- Infrasys POS
- Reviewpro Reputation
- Shiji Platform

Challenges Faced

The primary challenge for TIME Hotels was convincing property owners to transition to a new PMS, given their familiarity with existing regional systems. The fragmented systems previously in place led to inconsistent reporting, manual workflows, and operational inefficiencies. Initial integration challenges also arose due to tax setup issues in Saudi Arabia and Qatar and the lack of seamless connectivity between different systems. TIME Hotels also needed to address the varying regulatory requirements across regions, ensuring compliance while maintaining operational flexibility.

“ One of the biggest challenges was convincing property owners to transition to a new PMS. By working closely with Shiji’s leadership, we were able to demonstrate the benefits, ensuring a seamless integration that improved both operational efficiency and guest satisfaction.
- William Costley, COO of TIME Hotels

Solution & Implementation

Working in close partnership with Shiji's leadership, TIME Hotels executed joint presentations to address stakeholder concerns. The implementation process involved rigorous collaboration between technology and finance teams to resolve tax-related issues. Over time, robust API integrations were developed to ensure seamless communication between systems, including critical platforms like Amadeus, Infrasys POS, and FLYR. The use of shared services, consolidated reservation and revenue management functions, and a standardized tech stack facilitated smoother operations and improved team training and mobility. Training sessions and hands-on support were provided to ensure staff adapted quickly to the new systems, which was critical for maintaining guest service quality during the transition.

“ By adopting Shiji’s technology, we have streamlined our operations, reduced administrative workload, and enhanced the overall guest journey—positioning TIME Hotels for continued success and future growth.
- William Costley, COO of TIME Hotels

Key Outcomes & Benefits

- **Operational efficiency:** A 30% reduction in administrative workload through automation of reservations, billing, and reporting. The streamlined operations allowed staff to dedicate more time to guest interactions, improving service quality.
- **Guest satisfaction:** A 15% improvement in guest satisfaction scores, driven by faster service and personalized experiences. The integration of Reviewpro Reputation enabled proactive guest feedback management, allowing issues

- **Scalable integration:** The robust API and middleware solutions reduced data silos and allowed for more effective system interoperability, supporting future growth initiatives. These integrations facilitated easier onboarding of new properties and minimized downtime during tech transitions.

“



The integration with Shiji's solutions has transformed our operations. The seamless connectivity and ease of use have significantly improved both team efficiency and guest experience.

— William Costley, COO, TIME Hotels



Innovation & Future Integrations

A key enhancement within the Shiji ecosystem at TIME Hotels has been the integration of Astral Payments gateway, which significantly improved the guest payment experience. This seamless integration enables secure, frictionless transactions across multiple channels, including online bookings, front desk payments, and F&B outlets.

Looking ahead, TIME Hotels aims to further innovate by creating a more streamlined connectivity model between systems from different providers. This approach focuses on:

- **Enhanced API standardization:** Developing or adopting universal API protocols to harmonize interactions across systems, reducing compatibility issues.
- **Robust middleware solutions:** Implementing middleware as a translation layer to align disparate systems, ensuring smoother data flow and reducing fragmentation. This is crucial in avoiding guest experience inconsistencies, such as when preferences are not synchronized between

- **Interoperability certification:** Establishing standards and certifications for third-party integrations to guarantee seamless connectivity and improve system interoperability.

These strategies are expected to minimize data silos, streamline communication, and enhance the overall guest experience by fostering a unified and efficient operational environment.

Conclusion

The successful deployment of Daylight PMS has empowered TIME Hotels to streamline operations, enhance guest satisfaction, and achieve measurable efficiency gains. By adopting advanced technologies and focusing on integration and interoperability, TIME Hotels is well-positioned to maintain its competitive edge and support continued growth.

“ *Having a single PMS across our properties has allowed us to standardize operations while maintaining flexibility for individual hotel needs. This has significantly simplified training, improved staff mobility, and enhanced overall operational consistency.*

- William Costley, COO of TIME Hotels

Future plans include exploring innovative API standardization and middleware solutions to further optimize connectivity and guest experience. The continued collaboration with Shiji will play a pivotal role in advancing TIME Hotels’ digital transformation strategy, ensuring the brand remains agile and competitive in the evolving hospitality market.



About TIME Hotels

TIME Hotels is a hospitality management company headquartered in the Middle East, operating across several regions, including Saudi Arabia, Qatar, and other GCC countries. The company manages a diverse portfolio of properties under multiple ownerships, embodying an asset-light business model. TIME Hotels operates numerous properties with a wide range of rooms, offering tailored hospitality experiences to both leisure and business travellers.

The brand focuses on delivering high-quality services and creating memorable guest experiences through technology-driven solutions and personalized service. TIME Hotels is recognized for its adaptability and commitment to sustainability, integrating eco-friendly practices.

Shiji is a global technology company dedicated to providing innovative solutions for the hospitality industry, ensuring seamless operations for hoteliers day and night.

Built on the Shiji Platform—the only truly global hotel technology platform—Shiji’s cloud-based portfolio includes [Property Management System](#), [Point-of-Sale](#), [guest engagement](#), [distribution](#), [payments](#), and [data intelligence](#) solutions for over 91,000 hotels worldwide, including the largest chains.

With more than 5,000 employees across the world, Shiji is a trusted partner for the world’s leading hoteliers, delivering technology that works as continuously as the industry itself. That’s why the best hotels run on Shiji—day and night. While its primary focus is on hospitality, Shiji also serves select customers in food service, retail, and entertainment in certain regions. For more information, visit [shijigroup.com](#)

More case studies



TIME Hotels

One decision that changed how TIME Hotels operate—every...

- Middle East
- Regional Groups



HM Hotels

Smarter Reviews, Happier Guests: Unlocking the Power o...

- Global
- Reviewpro Reputation



Hotelatelier

Driving Results: How Reputation Management...

- Europe
- Reviewpro Reputation



Centara Hotels

How Centara Hotels & Resorts Applied a Growth Hacking...

- Reviewpro Reputation
- Asia Pacific

←

→

Products

- Daylight PMS
- Reviewpro Reputation
- Meridian Experiences
- Iceportal Content
- Horizon Distribution
- Infrasys POS
- Astral Payments
- Stellaris Digital
- Twilight Data + Analytics
- Shiji Platform
- All products

Solutions

- Global Chains
- Regional Groups
- Independent Hotels
- Resorts
- Spa Hotels
- General Managers
- IT Managers
- F&B Managers
- Sales & Marketing Managers
- Revenue Managers
- Operations

Resources

- Events
- Case studies
- Press releases
- Press kit
- Support
- Integrations
- Doc center
- Contact Support

Company

- About Shiji
- Management team
- Day and Night
- Offices
- Careers

Regions

- Americas
- Europe
- Asia Pacific
- Middle East
- China

↑ Back to top

How can we help? Contact us

