



Press release

Hetras Welcomes New Director of Software Development

Munich, 27 June 2017

Hetras is pleased to announce the appointment of its new Director of Software Development, Murat Akguen, who joins the company with over 15 years of experience in hotel technology. He will be responsible for all technical and application development activities at Hetras, as well as supporting the expansion and implementation of Shiji Group's global software development strategy.

Executive Vice President Hauke Lenthe says, "I am very happy to welcome such a great professional to our team. Murat is the perfect fit for this role. He's a hotelier by heart and combines hospitality knowledge with profound technical abilities and a long industry experience."

Murat first studied hotel and business management, followed by computer sciences, and has worked for a variety of hotel technology companies. For more than 6 years, he was Senior Software/Database Developer for Amadeus Hospitality, where he built and maintained an industry leading property management system. Since 2013, Murat has been Senior Product Owner and Technical Solutions Manager at ProSiebenSat.1 Applications.

"I am very excited to join Hetras," says Murat. "I intended to go back to the hospitality industry for a while, but I also wanted to work for an exciting software company. I believe that hoteliers want to use technology to serve their guests and generate higher revenues as well as loyalty. Hetras cloud-based Hotel Management Software makes this possible," he adds.

About Shiji

Founded in 1998, [Shiji's](#) aim is to become a “big data” application service platform operator. Shiji has become the leading manufacturer of Chinese hotel information systems after three successful transformations. At the same time, Shiji is gradually expanding from hotel to catering and retail industries, becoming the major software supplier to both industries. Now, Shiji is responsible for approximately 60% to 70% of the market share in the high end sector of hotel and retail industries, and possesses a leading position in the catering industry. The estimated annual revenue of Shiji clients can be as high as RMB 5 trillion. Shiji has completed three successful transformations since its establishment. It is now experiencing the 4th transformation dedicating to be a “big data” driven consumer application service platform operator. Shiji has introduced consulting, IT solutions and data platform services. Meanwhile, Shiji is developing worldwide leading products and technologies aiming for the international market and speeding up its globalization progress. Currently Shiji has more than 30 subsidiaries located in major Chinese cities and overseas offices with about 3,000 employees.

About hetras

[Hetras](#) develops cloud-based hotel management software and enables hoteliers to change the way they connect and engage with their guests. Hotels can take advantage of a fully mobile guest journey to generate higher revenues and decrease operational expenditure. Automated processes and data analytics offer increased service levels, as well as cutting-edge marketing strategies and operational change. Hetras is a subsidiary of the Chinese hotel technology leader Shiji, and a proud technology partner in the “[FutureHotel](#)” project of the Fraunhofer Institute Germany.

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