SpaSoft™
SPRINGER-MILLER
SYSTEMS

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SPA*SOFT*® AND DIGITAL ALCHEMY INTERFACE

Functionality

The Spa*Soft* CRM interface with Digital Alchemy utilizes the HTNG Single Guest Itinerary (SGI) messaging to send guest information providing details of the operations' guests, appointment itineraries, and Point of Sale transaction details.

This interface uses the HTNG SOAP/XML-based messaging protocol and utilizes our web servicing technology, SMS|Diplomat to communicate between systems.

Benefits

With essential guest information, appointment itinerary, current and historical provided by Spa*Soft*, this interface can help Spa*Soft* customers take full advantage of Digital Alchemy's CRM capabilities to maintain consistent growth.

- Appointment Confirmations reducing potential no-show guests
- Reach guests with pre and post visit marketing campaigns
- Track and improve customer satisfaction with guest comment cards and thank you notes
- Ability to take advantage of Digital Alchemy's numerous CRM services such as: eRelationship, Online Comment Card, eBlasts and VIP Concierge

Communicated Information

Spa*Soft* will export to Digital Alchemy the following information in an XML format:

INFORMATION SENT	SYSTEM DIRECTION
Guest Details (historical and current)	Spa*Soft* to Digital Alchemy
Appointment Itinerary Details (historical and current)	Spa*Soft* to Digital Alchemy

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Software Requirements

The interface is compatible with, and requires, the following versions of Springer-Miller's software:

- Spa*Soft* v3.2 or higher

For specific Digital Alchemy requirements please contact them directly.

Hardware Requirements

Springer-Miller Systems' interface requires a Level 1 SMS|Diplomat server as the communications gateway. For full specifications on the hardware requirements, please contact your Installed Accounts Sales Representative for a current copy of contract Exhibit A – Hardware Requirements.

For More Information

To learn more about Springer-Miller Systems and Spa*Soft* Spa Management System, please visit our web site at **www.springermiller.com** or call 802.253.7377.

For more information on the Digital Alchemy product and/or service offerings please visit http://www.data2gold.com.