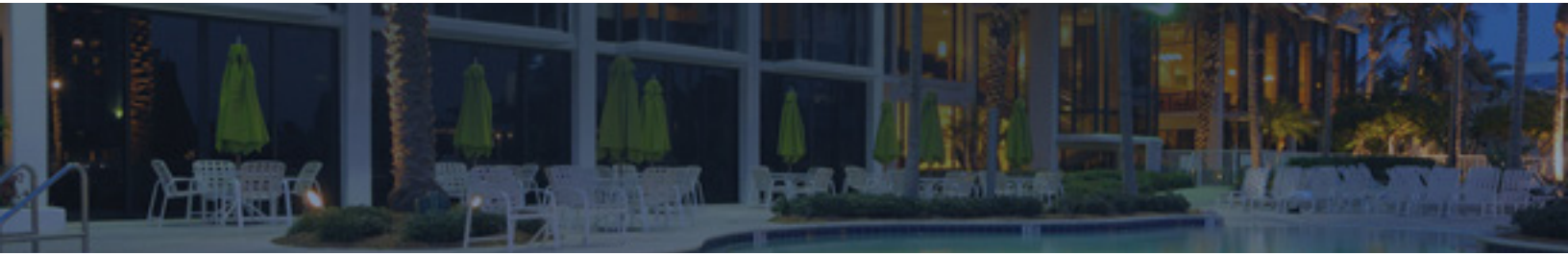


SMIS



SPRINGER-MILLER SYSTEMS

SMIS|HOST® CRM MARKETING PLATFORM INTERFACE TO TRACK PULSE

Interface Functionality

SMIS|Host's CRM Marketing Platform Interface utilizes our web servicing technology, SMIS|Diplomat, to provide seamless integration with the TRACK Pulse hotel sales optimization solution. The interface uses a collection of XML messages and the HTNG SOAP framework to communicate directly between the systems in real-time.

SMIS|Host's interface provides seamless integration to the cloud-based TRACK Pulse sales, marketing, call tracking and CRM solution. The integration permits SMIS|Host customers to leverage the benefits of the TRACK Pulse solution, while maintaining consistent and accurate and robust data within SMIS|Host, without duplicating efforts.

Interface Benefits

SMIS|Host's interface to TRACK Pulse software delivers guest and reservation data that allows your organization to:

- Streamline lead and prospect management
- Manage smarter email marketing and campaigns
- Enjoy scalability, 24/7 uptime and security with cloud-based SaaS delivery model
- Create detailed reporting, dashboards and dynamic CRM

Communicated Information

Your SMIS|Host Hospitality Management System and TRACK Pulse interface will exchange the following information:

INFORMATION SENT	SYSTEM DIRECTION	TIMING
Guest Data	MS Host toTRACK Pulse	Real-time
Reservation Data	SMIS Host toTRACK Pulse	Real-time
Server Status	TRACK Pulse to SMIS Host	Request

SMS

SPRINGER-MILLER SYSTEMS

^{SMS}|HOST® CRM MARKETING PLATFORM INTERFACE TO TRACK PULSE

Software Requirements

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

- ^{SMS}|Host v20.1 and above
- ^{SMS}|Diplomat v5.1 and above

Please contact a TRACK representative to understand more about their software requirements.

Hardware Requirements

Springer-Miller Systems' interface to TRACK Pulse requires an available Interface 'window' on the Multi-Interface Processor and a ^{SMS}|Diplomat Level One Server. For full specifications on the hardware requirements, please contact your Installed Accounts Sales Representative for a current copy of contract Exhibit A – Hardware Requirements document.

For More Information

To learn more about Springer-Miller Systems and our ^{SMS}|Host Hospitality Management System, please visit our web site at www.springermiller.com or call 802.253.7377.

For more information on TRACK Pulse, please visit trackhs.com or call their Sales Team: +1.866.757.8229.

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