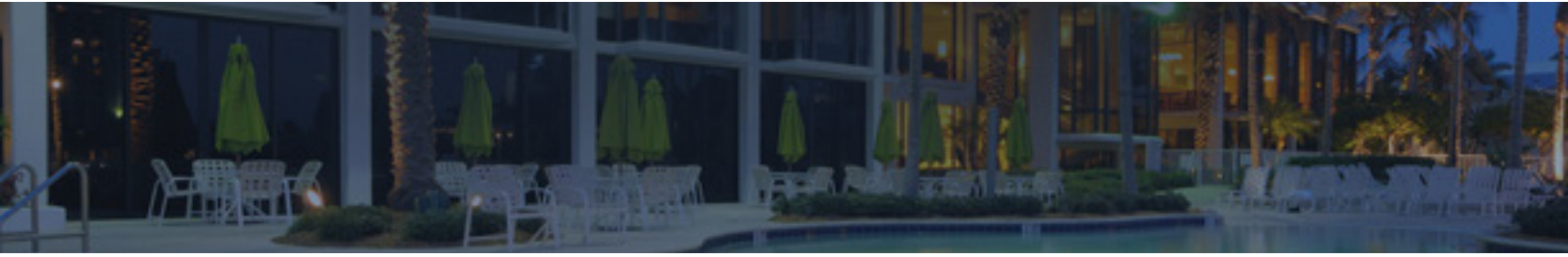


# SMS



## SPRINGER-MILLER SYSTEMS

### <sup>SM</sup>|HOST® AND DIGITAL ALCHEMY INTERFACE

#### Interface Functionality

Springer-Miller Systems' <sup>SM</sup>|Host's interface with Digital Alchemy utilizes our web servicing technology, <sup>SM</sup>|Diplomat, to provide seamless integration with Digital Alchemy's CRM Marketing Platform.

Digital Alchemy provides a complete hospitality CRM solution that delivers guest marketing, communications, surveys and social media integration. Their solution drives revenue through fostering closer relationships with guests.

The interface enables <sup>SM</sup>|Host to send guest reservation and check-in and check-out information in real-time to Digital Alchemy to ensure streamlined guest interactions.

#### Interface Benefits

<sup>SM</sup>|Host's integration to Digital Alchemy eliminates data discrepancies between the two systems to improve information flow, customer response times and offer better guest-service opportunities. With access to essential guest information, this interface can help <sup>SM</sup>|Host customers take full advantage of Digital Alchemy's CRM capabilities to maintain consistent growth. This interface allows both systems to have improved accuracy of information and overall efficiency through:

- Automatic flow of reservation information (new bookings, modifications and cancelations) from <sup>SM</sup>|Host to Digital Alchemy
- Reach guests with pre and post stay 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

# SMS

## SPRINGER-MILLER SYSTEMS

SMS|HOST® AND DIGITAL ALCHEMY INTERFACE

INFORMATION SENT	SYSTEM DIRECTION	TIMING
Booking information including new reservations, modifications and cancelations	SMS Host to Digital Alchemy	Near real-time
Guest check-ins and check-outs	SMS Host to Digital Alchemy	Near real-time

### Software Requirements

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

- SMS|Host v21.0 or higher
- SMS|Diplomat v5.2

### Hardware Requirements

Springer-Miller Systems' interface to Digital Alchemy 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 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](http://www.springermiller.com) or call 802.253.7377.

For more information on Digital Alchemy, please visit [www.digital-alchemy.com](http://www.digital-alchemy.com).

[www.springermiller.com](http://www.springermiller.com)

#### World Headquarters

P +1.802.253.7377

[info@springermiller.com](mailto:info@springermiller.com)

#### Las Vegas Operations Center

P +1.702.896.8200

#### European Headquarters

P +44(0)20 8538 9098

#### Asia Headquarters

P +60 (3) 7956 9912