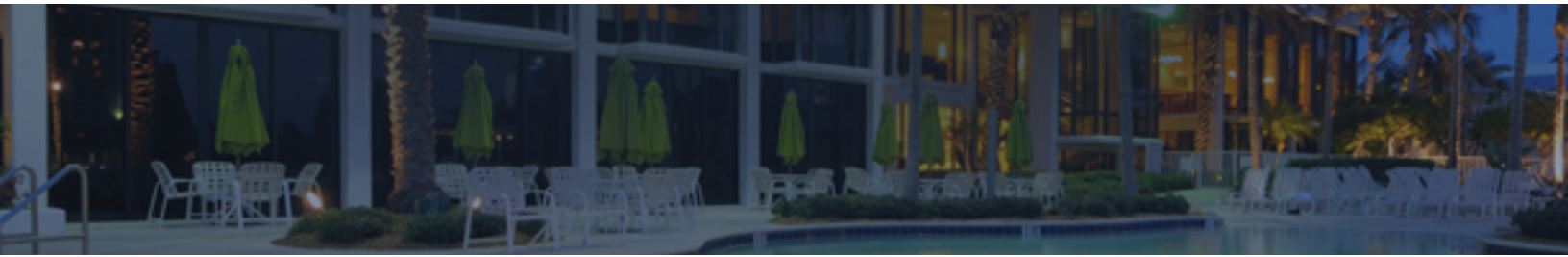


SMS



SPRINGER-MILLER SYSTEMS

SMS|HOST® AND RAINMAKER REVENUE MANAGEMENT INTERFACE

Interface Functionality

SMS|Host's two-way interface provides seamless integration to the Rainmaker guestrev Revenue Management System (RMS). It utilizes a hybrid delivery method that provides data-rich flat-files over an SFTP connection and imports rate recommendations via XML messaging.

guestrev is built on Rainmaker's unique and proven 360° valuation methodology known as Total Guest Value, or profitability of guest spend for the entire property or enterprise. From room, gaming, entertainment, F&B, spa, retail, etc., guestrev ensures room rates reflect, not just a guest's expected hotel room revenue but the total profitability of each guest segment, as well.

Sophisticated optimization algorithms factor-in both revenues and costs, resulting in top- and bottom-line growth and rapid ROI after implementation.

Core Benefits

SMS|Host's RMS interface to Rainmaker delivers a strong two-way integration that allows your organization to:

- Effectively distribute and maintain your hotel's inventory
- Identify and execute sales strategies
- Maximize occupancy and increase ADR
- Accurately forecast business demands

Communicated Information

Your SMS|Host Hospitality Management System and Rainmaker Revenue Management System interface will exchange the following information:

INFORMATION SENT	SYSTEM DIRECTION	TIMING
Individual (Guest / Transient) Statistical Transactions	SMS Host to Rainmaker	Daily
Rate Info, Groups, DNR Rooms and Other Revenue / Inventory Affecting Data	SMS Host to Rainmaker	Configurable batch delivery
Historical Output Files	SMS Host to Rainmaker	On Demand
Rate Recommendations	Rainmaker to SMS Host	Real-time

SMS

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Software Requirements

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

- SMS|Host v20.1 and above
- SMS|Diplomat v5.1 and above

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

Hardware Requirements

Springer-Miller Systems' connector to Rainmaker 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 Rainmaker, please visit their website www.letitrain.com/hospitality-gaming/guestrev or call their Sales Team at +1.415.968.9389.

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