

# SMS



## SPRINGER-MILLER SYSTEMS

### **SMS | Host Secure Data Extract for Ascent360**

#### **Functionality**

Acting as a protective gateway to your system, the SDE facilitates rapid, reliable and more frequent access to the data that Ascent360 needs in order to provide Customer Data Platform services to you and your staff.

Beginning with SMS | Host version 22.1 and the release of our Personal Data Privacy Controls Package, officially sanctioned exports will be required for all vendors that utilize data from SMS | Host.

Utilizing a custom Product Profile, the SDE targets the databases they require and tracks all changes compressing, encrypting and transporting them automatically via a secure channel on a scheduled basis.

#### **Secure Data Extract Benefits**

By employing Springer-Miller's SDE for Ascent360, properties gain the following benefits:

- **Security:** increased through elimination of direct/uncontrolled external access to SMS | Host
- **Protection:** sensitive data are removed prior to export; encryption in transmission complies with data privacy requirements
- **Reliability:** consistent and dependable delivery of data
- **Automation:** fully autonomous processing
- **Speed:** much smaller data feeds result in much shorter transmission periods
- **Frequency:** smaller extracts enable greater frequency of exports
- **Economy:** the SDE supports multiple vendor exports from a single installation
- **Performance Safeguard:** reliance on an official export protects against unintended performance degradation

#### **Software and Hardware Requirements**

The product is compatible with, and requires, the following:

- SMS | Host version 22.5 and higher
- Multi-Interface Processor (see Exhibit A, Rev. 5.0, Section 3, page 8 for details)

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## SPRINGER-MILLER SYSTEMS SDE Export for Ascent360

### Ascent360 Features

An SDE Export for Ascent360 offers properties the following:

- Improve Data Quality and Quantity
- Increased Engagement and Increased Revenue
- Audience Segmentation with Increased Lifetime Value
- Spot Key Touchpoints and Identify Optimal Channels
- Optimize Up-Sell and Cross-Sell Strategies
- Measure Revenue Impact
- Cleanse, Match, Optimize, Enhance and Expand your Customer Data
- Guarantee of 2X ROI within the First Year

### Databases in Product Profile

The following <sup>SMS</sup> | Host data is incorporated in the Product Profile for Ascent360:

- Guest Contact Information and Preferences
- Active and Historical Reservations and Transactions
- Marketing Sources
- Group Activity
- Active and Historical Change Logs
- Room Types and Rooms
- Active and Historical Owner Rental Arrangements and Transactions
- Active and Historical Resort Scheduling Activity
- 1, 2 and 3-Character Codes
- Retail POS Check Activity
- Active and Historical Change Logs
- Active 3<sup>rd</sup> Party Activity Booking Details

### For More Information

To learn more about **Springer-Miller Systems** and integrations with our <sup>SMS</sup> | Host Hospitality Management System, please visit our web site at [www.springermiller.com](http://www.springermiller.com) or call (802) 253-7377.

To learn more about **Ascent360** and their customer data platform capabilities, visit [www.Ascent360.com](http://www.Ascent360.com), contact [info@Ascent360.com](mailto:info@Ascent360.com) or call (800) 581-4017.

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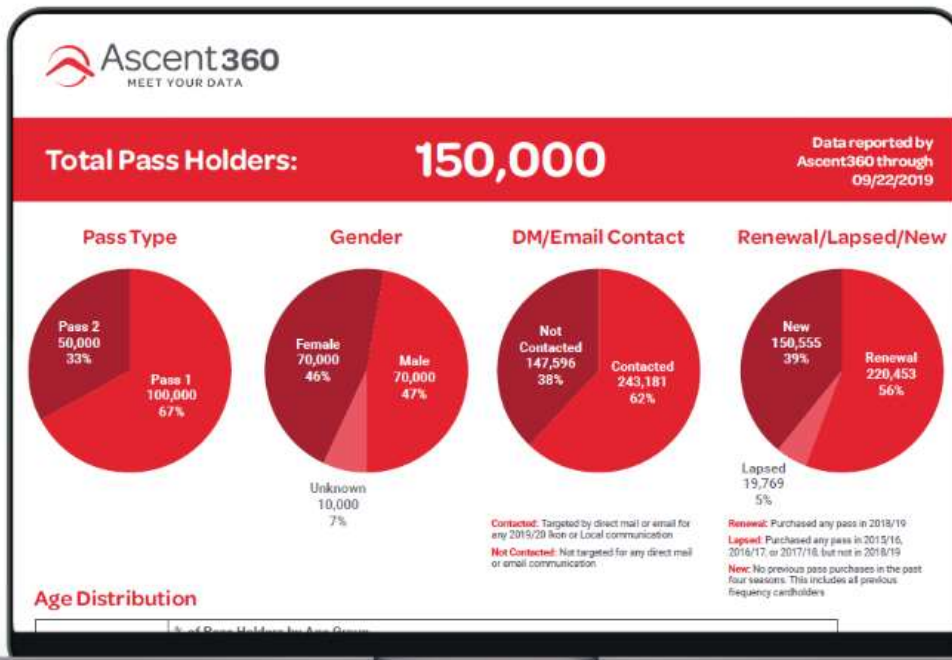
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## SPRINGER-MILLER SYSTEMS SDE Export for Ascent360

Email Name	Delivered Time	Click Count	Open Count	Delivered Count	Unsubscribe Count	Revenue Per Email	Revenue Per Campaign
Welcome Stream	6-2-2019 9:11 AM	695	10,790	44,763	828	\$1.19	\$50,067
Surprise Sale	6-2-2019 9:01 AM	11	396	1,088	2	\$0.67	\$724
Summer Splash	6-2-2019 5:29 AM	94	639	2,301	69	\$10.14	\$23,534
Loyalty Automation	6-2-2019 2:25 AM	11	85	1,304	55	\$0.71	\$912
Post Purchase Email	6-1-2019 7:28 PM	31	151	332	1	\$21.87	\$7,250
Thank you for being a valued Customer	6-1-2019 9:01 AM	1,041	11,587	31,812	499	\$16.30	\$518,676
Lapsed Prospect	6-1-2019 9:01 AM	179	1,206	8,727	15	\$0.63	\$5,524
High Value Lapsed	6-1-2019 9:00 AM	0	70	166	0	\$-0.27	\$44
Mothers Day Automation	5-31-2019 7:17 PM	58	344	1,374	44	\$15.81	\$21,729
Surprise Sale	5-27-2019 1:42 PM	77	346	1,441	28	\$27.81	\$40,076
Cross Sell Conversion Update	5-15-2019 9:06 PM	690	10,723	25,230	14	\$79.61	\$2,008,648
90 Day Conversion Update	4-22-2019 1:12 PM	19	63	109	1	\$21.58	\$2,352
Surprise Sale	3-13-2019 9:02 AM	47	330	797	5	\$73.12	\$58,278
Loyalty Lapsed	3-12-2018 9:01 AM	413	6,683	16,975	27	\$54.37	\$922,982
Valentines Automation	2-11-2018 9:00 AM	2	9	30	0	\$5.19	\$155

### Revenue Attribution



### Reporting and Analytics