SMS

SMS|Host Secure Data Extract for Guestfolio

Functionality

Acting as a protective gateway to your system, the SDE facilitates rapid, reliable and more frequent access to the data that Revinate 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 Revinate, 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)

SMS

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SDE Export for Guestfolio

About Guestfolio

Rapid marketing automation and guest intelligence for boutique and independent hotels. Activate your marketing campaigns in minutes. Use simple personalization tools to tailor the guest experience and automate your communications for every guest throughout the travel journey.

Guestfolio Features

An SDE Export for Guestfolio offers properties the following:

- **Enhance communications and drive the conversation**
  Enhance communications and drive the conversation with every guest. Guestfolio allows hoteliers to send personalized, branded communications to every guest. With sleek automation, free-up valuable time knowing your communications are segmented and automated for every guest.

- **Get to know the real guest behind every reservation**
  Learn more about every guest, no matter which channel they come through. Use pre-arrival questionnaires, PMS data, preferences, interests, and more to understand the real guest behind the reservation.

- **Empower guests to plan their stay pre-arrival and while in-house**
  Improve pre-arrival communication and engagement between the hotel and the guest way before they arrive. Use the Mobile Concierge, to upsell amenities, dining, activities, spa treatments and more, whilst allowing the guest to build their own itinerary for their stay.

- **Drive repeat bookings and incentivize direct bookings**
  Target campaigns to guests following their stay. Add segmentation and personalization based on profile data and encourage repeat visits using incentive driven, automated campaigns.

- **Improve TripAdvisor ranking & number of reviews**
  As a TripAdvisor Review Collection Partner, Guestfolio allows your guests to feedback directly to you, through your survey, but also immediately to TripAdvisor following completion of their survey.

- **Build beautiful email marketing emails to drive brand awareness**
  Use Cendyn Studio to build beautiful emails to represent your brand. Align your subscriber and PMS databases to send personalized, on brand marketing emails to your segmented lists. Keep your emails relevant and deliver them to the right guest, at the right time, through the right channel.

- **Speak your own language**
  Guestfolio now speaks your language. View guest data in your native language and communicate in the best way possible for each guest.

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Databases in Product Profile

The following ^{SMS}|Host information is incorporated in the Product Profile for Guestfolio:

- Guest Contact Information
- Reservation Activity
- Room Details

For More Information

To learn more about **Springer-Miller Systems** and integrations with our ^{SMS}|Host Hospitality Management System, please visit our web site at www.springermiller.com or call (802) 253-7377.

To learn more about **Guestfolio** and their Customer Relationship Management capabilities, visit https://www.cendyn.com/guestfolio-hotel-crm/, contact info@cendyn.com or call (800) 760-8152.
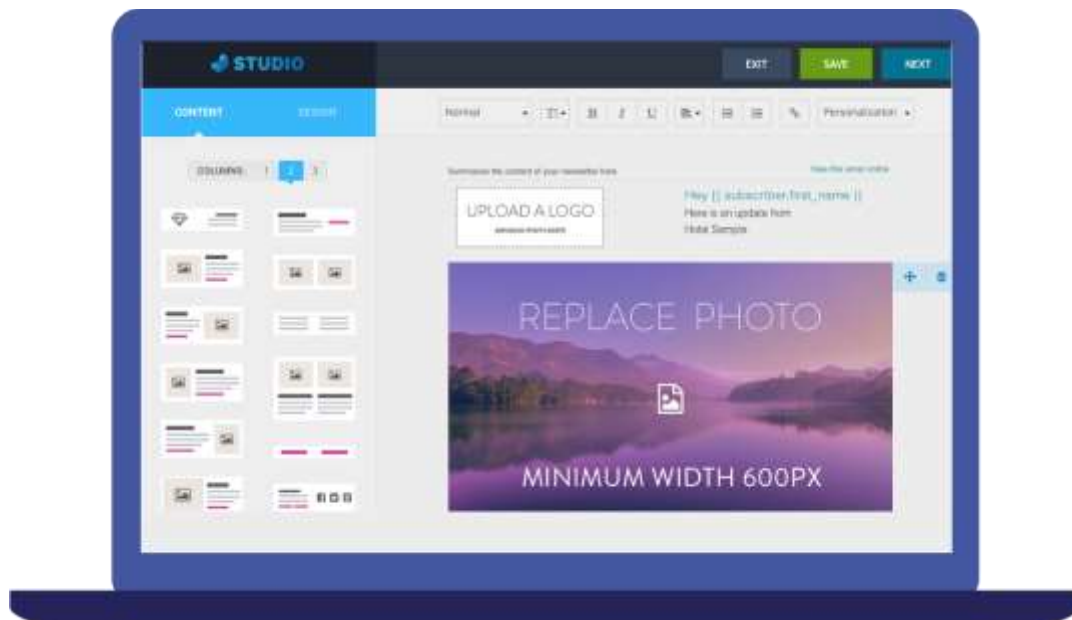
Guestfolio Dashboard

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Personalized Communications

Cendyn Studio

SMS
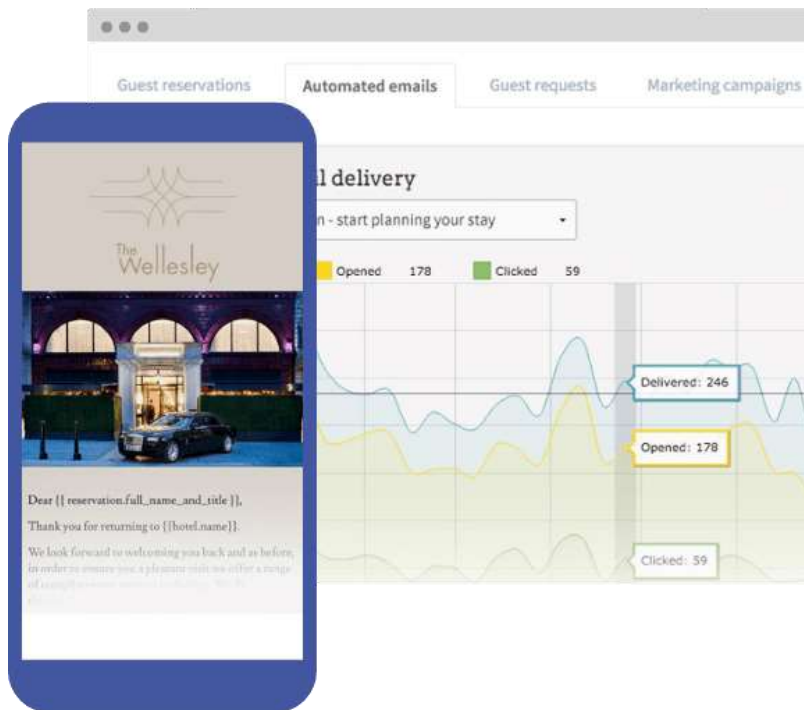
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Tripadvisor Partner