



SPRINGER-MILLER SYSTEMS

^{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)



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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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SMS

SPRINGER-MILLER SYSTEMS SDE Export for Guestfolio

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

The screenshot displays the Guestfolio dashboard for user Merl Considine. The interface includes a search bar at the top right and a navigation menu on the left. The main content area is divided into several sections:

- Profile information:** Displays a profile picture, name (Merl Considine), email (@merlconsidine@gmail.com), creation date (Jul 19th, 2019 at 9:56AM), and location (Tindick, Cambridgeshire, United Kingdom). It also shows a 100% overall satisfaction rate, lifetime reservation revenue of USD820.00, and lifetime request revenue of USD0.00.
- Interests:** A list of interests including Winter Sports, Golf, Spa, Fine Dining, Food, Wine, Family, VIP, Walking, Sports, Music nights, Wellness, and Yoga.
- Reservations:** A table showing reservation details for Merl Considine.
- Completed surveys:** A table showing survey results for Merl Considine.

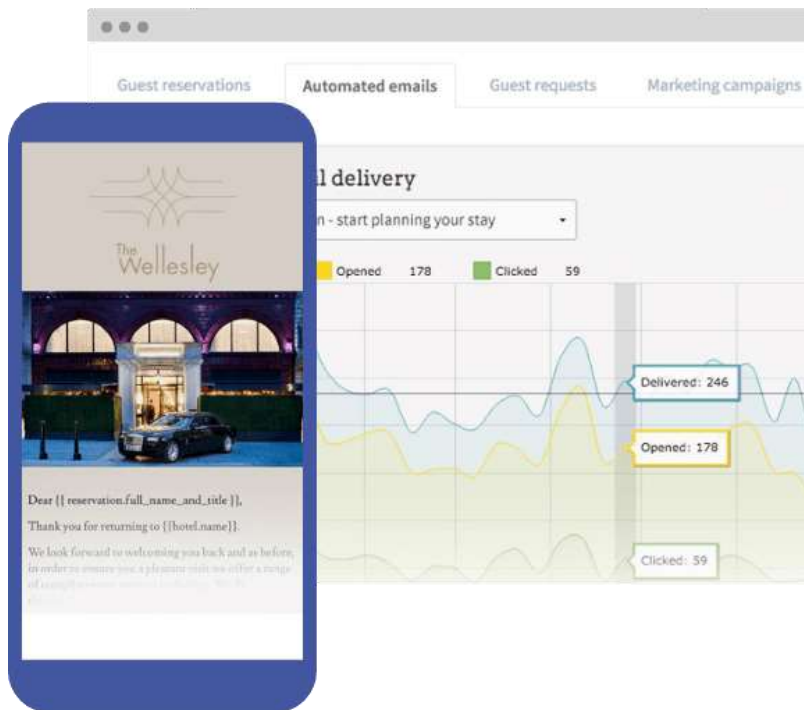
Reservation Number	Check-in	Check-out	Room Revenue	Total Revenue	Sign-ins	Status
0000000-01120000	Jul 20th, 2019	Jul 24th, 2019	USD820.00	USD820.00	1	Reserved

Stay dates	Room code	Score	TripAdvisor	Net Promoter	Completed	Replied to?
Jul 20th, 2019 - Jul 24th, 2019	Not available	100%	Not available	1	Jul 19th, 2019	Yes

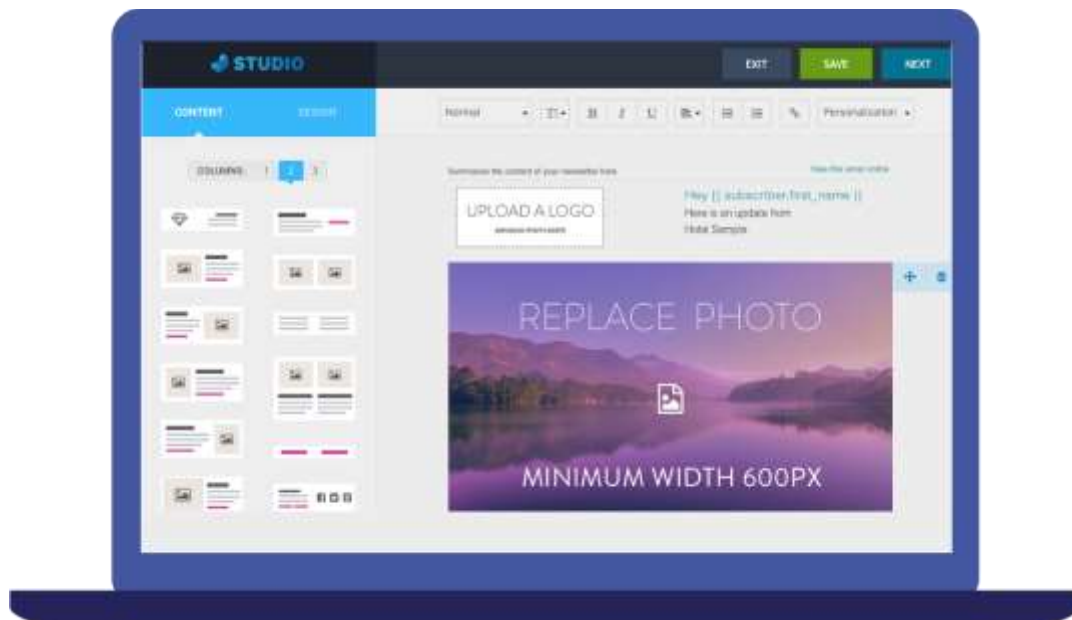
SMS

SPRINGER-MILLER SYSTEMS SDE Export for Guestfolio

Personalized Communications



Cendyn Studio



SMIS

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Tripadvisor Partner

PACIFIC CREST
Thanks for taking the time to complete this survey. Your opinions are very important to us. This feedback will be shared with our management team and staff.

Overall

Very Dissatisfied

How satisfied were you with your overall experience at Pacific Crest?

☐ 1 ☐ 2 ☐ 3 ☐ 4

Please provide any additional comments regarding your overall experience at Pacific Crest.

Not at all likely Extremely likely

How likely are you to recommend Pacific Crest to a friend or colleague?

Pacific Crest Hotel

Your overall rating of this property

☐ ☐ ☐ ☐ ☐

Title your review

Your Review 200 characters to go!

What sort of trip was this?

☐ Business ☐ Couples ☐ Family ☐ Friends ☐ Solo

When did you travel?

☒ Feb 2016 ☐ Jan 2016 ☐ Dec 2015 ☐ Nov 2015 Top

tripadvisor
Review Collection Partner