

SPRINGER-MILLER SYSTEMS

SMS | Host Secure Data Extract for

Inntopia - Business Intelligence and Marketing Cloud

Functionality

Acting as a protective gateway to your system, the SDE facilitates rapid, reliable and more frequent access to the data that Key Data Dashboard needs in order to provide Business Intelligence 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 Inntopia, 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)



SDE Export for Inntopia BI & MC

Inntopia Features

With an SDE Export, Inntopia offers properties the following features:

- Ability to turn guest data into targeted, multi-channel marketing campaigns
- Experienced, proactive support team with fully-managed service model available
- Ability to merge unlimited number of data points for each guest
- Scalable infrastructure to work with all sizes of resorts or hotels
- Multi-resort and multi-hotel architecture for ownership and management groups
- Marketing integrations with top marketing channels including email, social media, display, and texting
- Data aggregation integrations with nearly all major resort and hotel systems and third party providers
- Industry leading ROI among CRM and CDP systems with \$1,000,000,000 in revenue generated for our clients last year
- Comprehensive reporting library for lodging, campaign, and product performance
- Robust transactional messaging inclusive of lodging and rec scheduling components

Databases in Product Profile

The following SMS | Host information is incorporated in the Product Profile for Inntopia:

- Guest Contact Details
- Active and Historical Reservations and Transactions
- Rates and Packages Information
- Group Details and Availability
- Room Types and Room Details
- Active an Historical Change Logs
- Marketing Sources

- Unit Availability
- 3rd Party Confirmation Numbers
- 1, 2, 3, 5 and 6-Character Codes
- Active and Historical Resort Scheduling Details
- Travel Agency Listings
- POS Check Details
- User IDs

www.springermiller.com

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SDE Export for Inntopia BI & MC

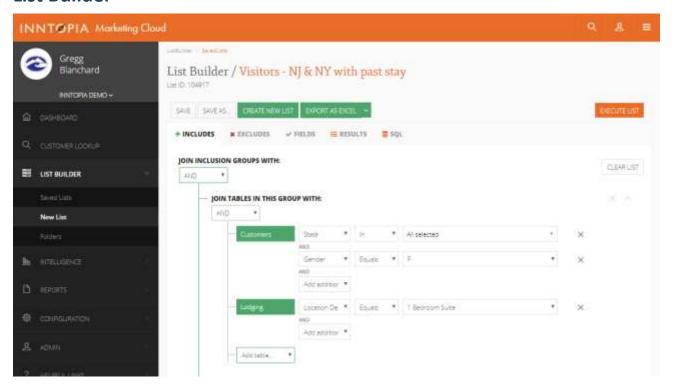
For More Information

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

To learn more about **Inntopia** and their business intelligence and marketing capabilities, visit www.inntopia.com, contact sales@inntopia.com or call Toll Free (877) 740-4143.

Inntopia Marketing Cloud

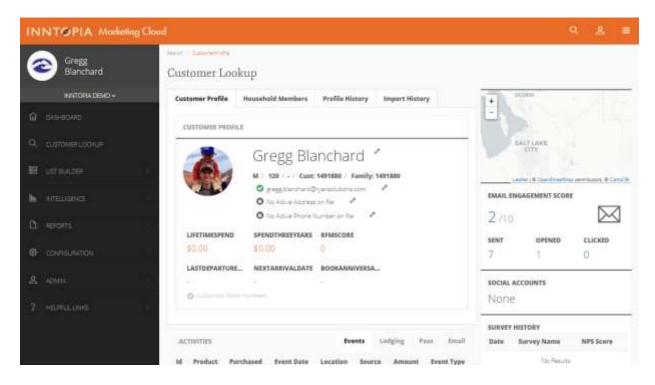
List Builder



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Customer Profile



Reporting

