



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)



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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 | • Unit Availability |
| • Active and Historical Reservations and Transactions | • 3 rd Party Confirmation Numbers |
| • Rates and Packages Information | • 1, 2, 3, 5 and 6-Character Codes |
| • Group Details and Availability | • Active and Historical Resort Scheduling Details |
| • Room Types and Room Details | • Travel Agency Listings |
| • Active an Historical Change Logs | • POS Check Details |
| • Marketing Sources | • User IDs |

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SMS

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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 **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

INNTOPA Marketing Cloud

Gregg Blanchard

INNTOPA DEMO

DASHBOARD

CUSTOMER LOOKUP

LIST BUILDER

Save Lists

New List

Folders

INTELLIGENCE

REPORTS

CONFIGURATION

ADMIN

List Builder / Visitors - NJ & NY with past stay

List ID: 104917

SAVE SAVE AS... CREATE NEW LIST EXPORT AS EXCEL EXECUTE LIST

+ INCLUDES * EXCLUDES FIELDS RESULTS SQL

JOIN INCLUSION GROUPS WITH:

AND

CLEAR LIST

JOIN TABLES IN THIS GROUP WITH:

AND

Customers

State IN All selected

AND

Gender F

AND

Add another

Lodging

Location De 1 Bedroom Suite

AND

Add another

Add table

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SDE Export for Inntopia BI & MC

Customer Profile

The screenshot shows the 'Customer Lookup' page in the Inntopia Marketing Cloud interface. The user is logged in as Gregg Blanchard. The page displays a customer profile for Gregg Blanchard, including contact information, engagement scores, and a list of activities.

Customer Profile

Gregg Blanchard

M / 120 / - / - / Cust: 1491880 / Family: 1491880

gregg.blanchard@ryansolutions.com

No Active Address on File

No Active Phone Number on File

LIFETIMESPEND \$0.00 **SPENDTHREYEARS** \$0.00 **RFMSCORE** 0

LASTDEPARTURE... **NEXTARRIVALDATE** **BOOKANNIVERSA...**

EMAIL ENGAGEMENT SCORE 2/10

SENT 7 **OPENED** 1 **CLICKED** 0

SOCIAL ACCOUNTS None

SURVEY HISTORY

ACTIVITIES

Id	Product	Purchased	Event Date	Location	Source	Amount	Event Type
1 to Results							

Reporting

The screenshot shows the 'Campaign' reporting page in the Inntopia Marketing Cloud interface. The page displays various metrics and charts for the 'RESORT' campaign, including email summary, top delivered to open rate, top opened to clicked rate, top clicked revenue, and a world map showing clicked count and revenue by state.

Campaign

RESORT

EMAIL SUMMARY

Metric	Value	Unit
Delivered	3,285,771	
Delivered Rate	\$2,012,960	
Delivered Revenue	480,867	
Clicked	\$1,343,485	
Clicked Rate	60,389	
Clicked Revenue	\$753,002	
Open	10,319	
Open Rate	194,303	
Open Revenue	4,417	

TOP DELIVERED TO OPEN RATE

Category	Rate
Delivered	32%
Open	32%

TOP OPENED TO CLICKED RATE

Category	Rate
Open	100%
Clicked	100%

TOP CLICKED REVENUE

Category	Revenue
Delivered	\$753,002
Open	\$753,002

DELIVERED, OPEN & CLICK REVENUE BY MONTH

Month	Delivered Revenue	Open Revenue	Clicked Revenue
November	\$1,343,485	\$753,002	\$480,867
December	\$1,343,485	\$753,002	\$480,867

CLICKED COUNT AND CLICKED REVENUE BY STATE

State	Clicked Count	Clicked Revenue
ADA	10,319	\$753,002
USA	10,319	\$753,002