

SMS



SPRINGER-MILLER SYSTEMS

SMS | Host Secure Data Extract for Key Data Dashboard

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 Key Data Dashboard, 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)

SPRINGER-MILLER SYSTEMS SDE Export for Key Data Dashboard

Key Data Dashboard Features

With an SDE Export for Key Data Dashboard offers properties the following features:

- The vacation rental industry's first robust Business Intelligence (BI) dashboard providing in-depth analytics into your company's core metrics - Occupancy, ADR, RevPAR, Available Occupancy & more
- Filterable charts and metrics by bedroom, area, # sleeps and tons of other ways to better understand your performance and problem areas
- Benchmarking charts comparing your metrics to other companies in your market and region
- Unit-by-unit performance analysis for every unit in your portfolio
- Comprehensive property managers and owner reports detailing the performance of each unit
- Pacing charts examining future performance as of today vs. last year's same date performance
- Marketing and booking data to know when to market to which guests
- Geo targeted mapping to see where guests come from and which markets are growing the fastest
- Snapshot of top performing and bottom performing units
- Historical performance data to visualize and diagnosis trends

Databases in Product Profile

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

- Guest Information
- Active and Historical Reservations and Transactions
- Marketing Sources
- Room Type and Room Details
- 1, 2 and 3-Character Codes

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 **Key Data Dashboard** and their business intelligence capabilities, visit www.KeyDataDashboard.com, contact sales@KeyDataDashboard.com or call (850) 461-7545.

www.springermiller.com

World Headquarters
P +1.802.253.7377
info@springermiller.com

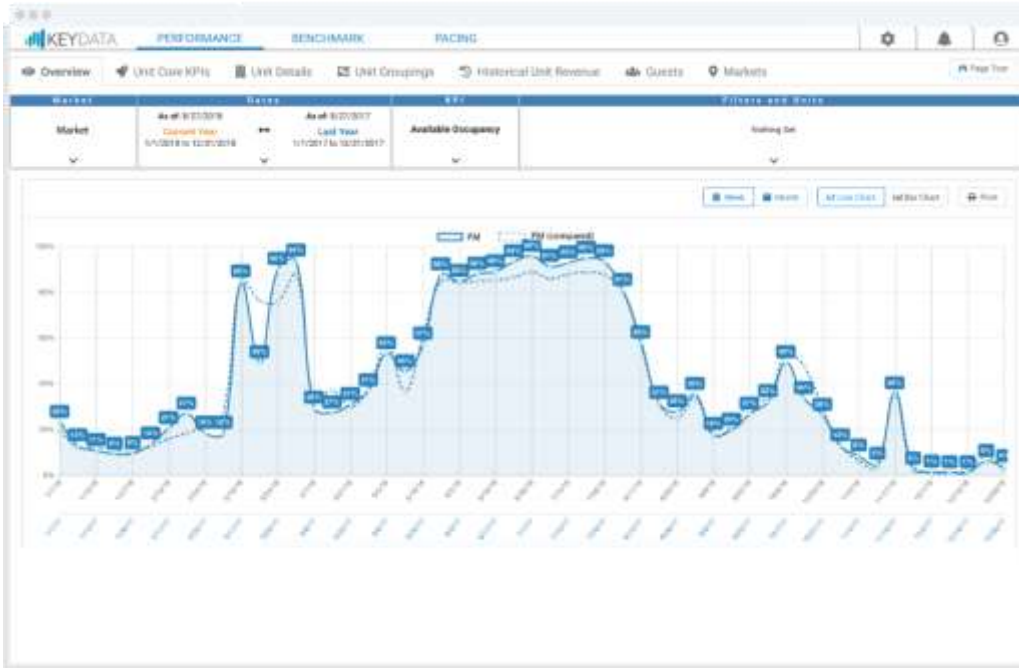
Las Vegas Operations Center
+1.702.896.8200

European Headquarters
P +44(0)20 8538 9098

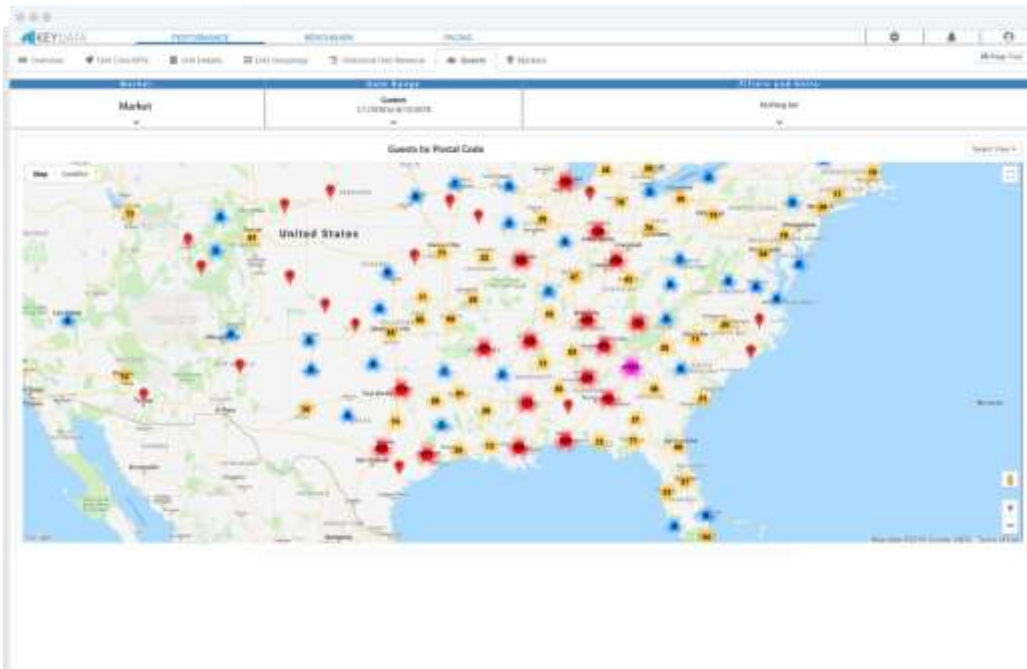
Asia Headquarters
P +60 (3) 7956 9912

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Occupancy

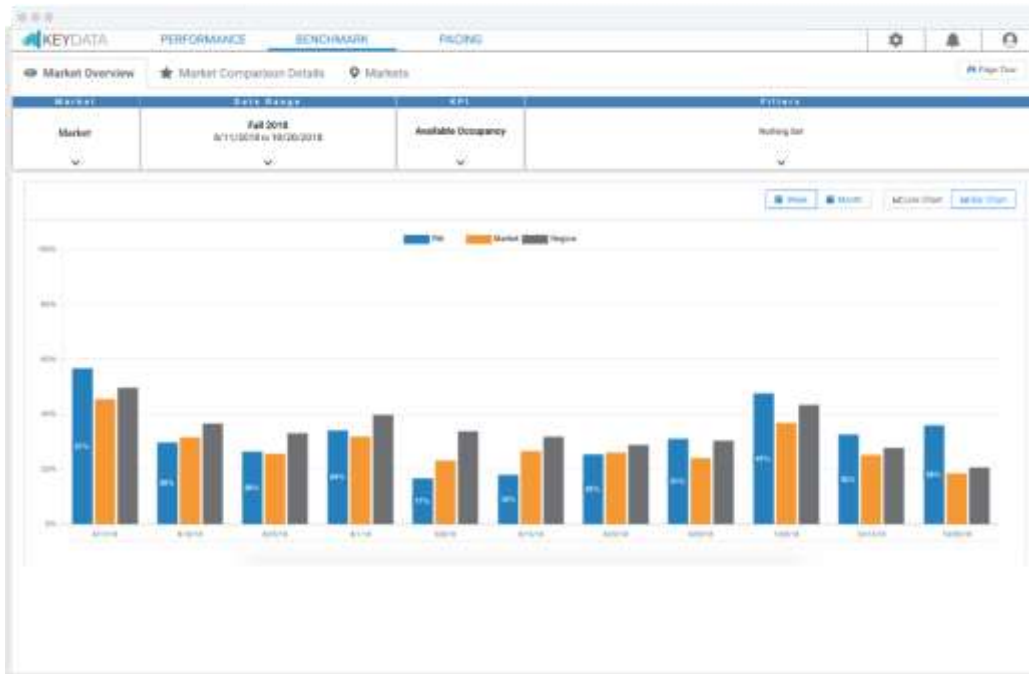


Heat Map

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SDE Export for Key Data Dashboard



Market Benchmarks