SMS

SPRINGER-MILLER SYSTEMS

SMS|Host Secure Data Extract for NAVIS

Functionality

Acting as a protective gateway to your system, the SDE facilitates rapid, reliable and more frequent access to the data that NAVIS needs in order to provide Sales & Marketing 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.

Employing 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 NAVIS, 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 NAVIS

NAVIS Features

An SDE Export for NAVIS offers properties the following:

- Integrated List Management
- Recognize Guest Behaviors and Preferences
- Easy-to-Use Drag and Drop Email Templates
- Automated Email Messages
- Pre and Post Arrival Communications
- Facilitate Upsells and Increase Repeat Stays
- Measure Guest Satisfaction Through Survey Tools

Databases in Product Profile

The following ^{SMS}|Host tables are incorporated in the Product Profile for NAVIS:

- Guests and Itineraries
- Units and Room Types
- Reservations (Active & Historical)
- Transactions (Active & Historical)
- 1/2/3-Character Codes and Sources
- eMail and Phones
- Rates, Special Billing and Policies
- Resort Scheduling (Active & Historical)
- Groups and Travel Agencies

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 **NAVIS** and their Sales & Marketing capabilities, visit www.NAVIScrm.com or call (866) 712-3439.

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SDE Export for NAVIS
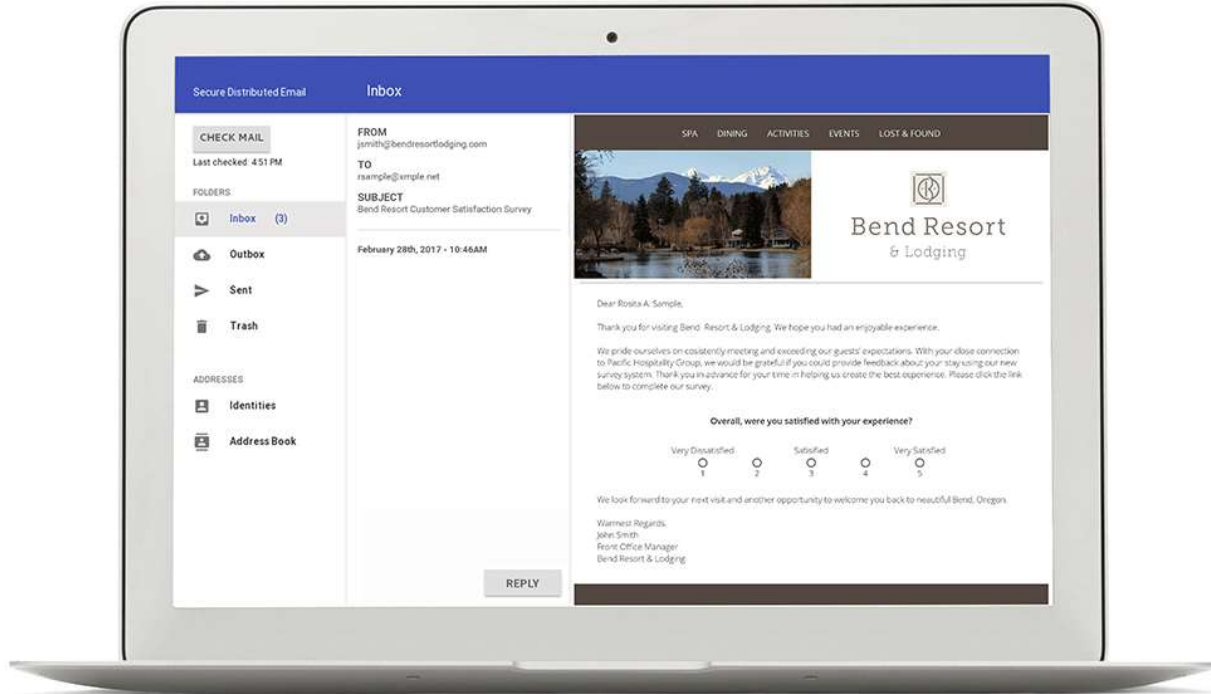
First survey question integration into post-stay email for CRM capture

Survey responses leveraged for marketing segmentation and personalization