^{SMS}|HOST® Secure Data Extract with Revinate

Springer-Miller Systems' Secure Data Extract (SDE) export provides a framework to support automated, schedulable, one-way data exports from ^{SMS}|Host to complimentary hospitality systems.

The Revinate guest data platform is built to help hotels know, earn, and delight valuable guests like never before. We make it easy to build richer, more personalized relationships with your guests. Revinate counts tens of thousands of the world's leading hotels as customers and has won numerous awards for its Software-as-a-Service solutions, including 2019's Top Rated Email Marketing and CRM Product by Hotel Tech Report. We make technology work for your hotel, so you can make the most of every guest.

Functionality

Acting as a protective gateway to your system, the SDE facilitates rapid, reliable and more frequent access to the data that hospitality product vendors need in order to provide services to you and your guests.

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, 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:

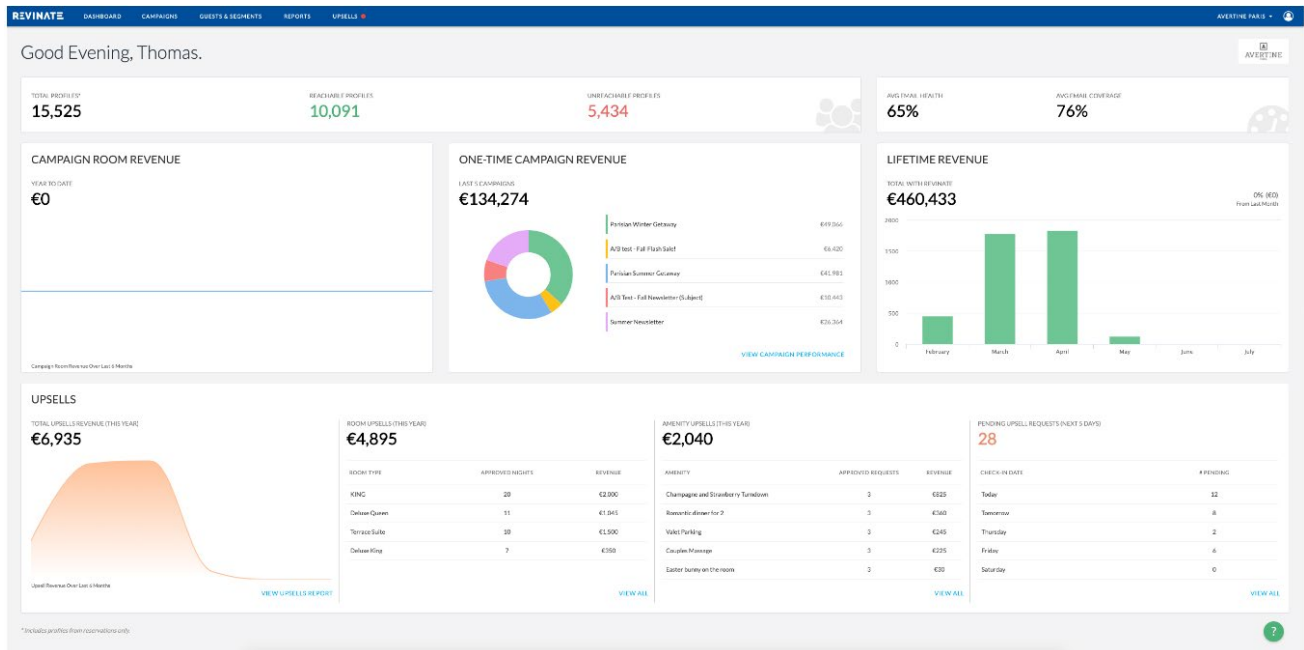- Current release of the SMS Product Suite

- Multi-interface Processor (see Exhibit A, Rev. 5.0, Section 3, page 8 for details)

Revinate Features

An SDE Export with Revinate offers the following features:

- **Hospitality CRM**: Using state-of-the-art technology, Revinate integrates guest data from the Protel Property Management System (PMS) and Surveys, enabling highly effective and targeted campaigns.
- **Smart Guest Segments**: Segmentation is easier than ever with Revinate Marketing's Smart Segment Builder. To save you time, we've preloaded the top segments proven to drive revenue and engagement.
- **Email Marketing Automation**: Revinate Marketing allows you to communicate individually with your guests, wherever they are in their lifecycle, in a fast and efficient way.
- **Upsell Emails**: Pre-arrival upsell emails give your guests the opportunity to enhance their stay though room upgrades and amenity add-ons, all while driving profitable revenue to your bottom line.
- **Reporting Intelligence**: Measure performance in real-time with campaign metrics and a transparent revenue attribution model. Compare performance against previous campaigns and other properties in your portfolio.
- **Group Functionality**: Whether you market your hotels from the property or group level, Group Functionality streamlines your efforts, allowing you to work more efficiently and strategically.
- **Hospitality Marketing Strategy**: A team of dedicated industry experts are on-hand to provide strategic support to help you exceed your email marketing goals

Campaign Dashboard

Configuring a Newsletter Campaign

Campaign has been sent

SCHEDULE

TEST SENT AT

Tuesday, July 10, 2018 9:49 PM (CEST)

TEST DURATION

4 Hours

WINNER SENT AT

Wednesday, July 11, 2018 1:49 AM (CEST)

RECIPIENTS

SEGMENT

To send, you need to select a segment.

CONTENT

VERSION A   VERSION B

SUBJECT

[GUEST FIRST NAME], Celebrate Fall in Paris!

EMAIL PREVIEW TEXT (PRE-HEADER)

Discover the magic of fall in Paris.

FROM NAME

Avertine Paris

FROM EMAIL

avertineparis@guest-message.com

REPLY TO EMAIL

guestservices@avertineparis.com

SETTINGS

CAMPAIGN LANGUAGE

English

ROOM REVENUE TRACKING

If you want to track revenue for this campaign, this should be enabled.   On

CRM Dashboard

Newsletter A/B Test Results

Databases in Product Profile

The following ᔆᴹᔆ|Host tables are incorporated in the Product Profile with Revinate:

- Guest Contact and Profile Details
- Active and Historical Reservations and POS Transactions
- Guest Itineraries
- Active and Historical Linked Spa*Soft* Booking Details
- Rates and Policies
- Room Types and Room Details

- Group, Corporate and Travel Agency Details
- Messages, Notes, Traces, and Changes
- Active and Historical Change Logs
- Marketing Sources
- Active and Historical Resort Scheduling Details
- 1, 2, and 3-Character Codes
- System User IDs

For More Information

To learn more about Springer-Miller Systems and our integrations with our ᔆᴹᔆ|Host Hospitality Management System, please contact your SMS Account/Sales Manager, visit our web site at www.springermiller.com, or call 802.253.7377.

To learn more about **Revinate** and their products and services, please visit https://www.revinate.com/, contact info@Revinate.com, or call 415.671.4703.