

SMS



SPRINGER-MILLER SYSTEMS

SMS | Host Secure Data Extract for eConnectivity / eInsight

Functionality

Acting as a protective gateway to your system, the SDE facilitates rapid, reliable and more frequent access to the data that eConnectivity and eInsight need in order to provide Customer Relationship Management 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 Export, 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

SPRINGER-MILLER SYSTEMS

SDE Export with eConnectivity / eInsight

About eInsight

The eInsight CRM from Cendyn provides marketing automation and guest intelligence for enterprise, multi-property and multi-brand hotels. Drive loyalty with near-real-time data to provide personalized one-to-one communications for every guest. eConnectivity is a middleware platform that provides the data to eInsight to create unique journeys and beautiful campaigns for your guests with a simple drag and drop email and campaign builder.

eInsight Features

An SDE Export with eConnectivity / eInsight provide properties the following:

- **Master Guest Profile:** Each guest's profile is like a fingerprint – they leave behind a trail of favorites, likes, dislikes, hotel stay choices and activities – a single source of actionable data.
- **Powerful Segmentation:** Build, segment, manage and forecast your target audiences to create tailored, personalized communication to every guest.
- **Advanced Business Rules:** Start the conversation and automatically engage your guests before, during and after their stay with personalized email marketing and other communications tailored to their unique profile and desired audience outcome.
- **Build Long-Term Relationships:** Reward guest with a personalized, distinctive loyalty experience that encourages them to keep coming back.
- **Enterprise Reporting & Dashboards:** Cendyn's eInsight CRM reporting tool enables you to harness disparate data and make informed business decisions with simple, beautiful dashboards.

Databases in Product Profile

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

- Guest Contact and eMail Details
- Active and Historical Reservation and Transaction Details
- Group Details
- Rates and Packages
- Active and Historical Change Logs
- 3rd Party Confirmation Numbers
- Corporation Details
- Active and Historical Resort Activities and Schedules

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

SMIS

SPRINGER-MILLER SYSTEMS SDE Export for eConnectivity / eInsight

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 **Cendyn's eConnectivity / eInsight CRM** capabilities, visit [eInsight hotel CRM | Cendyn](#) or call (800) 760-8152.

eInsight Master Guest Profile

Mark Brown
VIP 2
President of Brown & Assoc
Member ID # 00123456

Guest Summary
Next Arrival Date: 3/21/20
Hotel of Next Stay: ORIGAMIN
Last Check Out Date: 12/31/20
Hotel Last Stayed: ORIGAMIYN

RFM Details
Number of Stays: 1
Total Nights: 5
Days Since Last Stay: 494
Lifetime Spend: \$7,345.40

Summary Category	Detail Category	
Room Revenue		0.00% \$0.00
BOUTIQUE		0.09% \$6.40
MINI		2.78% \$204.00
POOL		0.26% \$19.00
REST		6.88% \$505.00
ROOM SER		0.93% \$68.00
SPA		6.37% \$468.00
Total Revenue		100.00% \$7,345.40

Personal Information
Customer ID: # 60
Source Guest ID: # 55996607

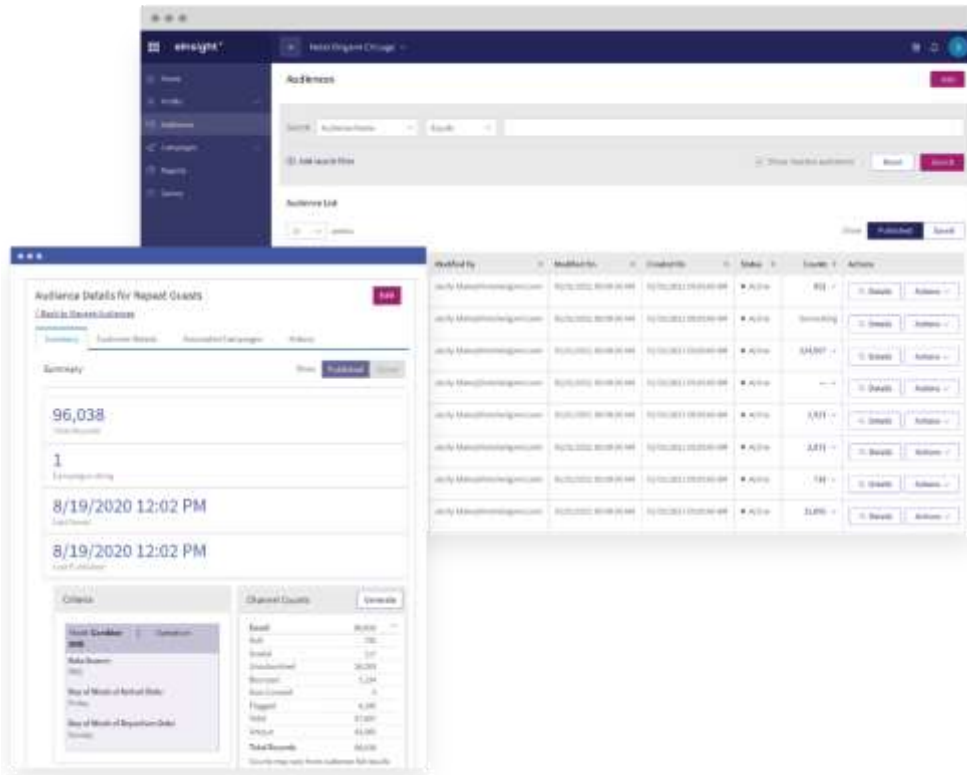
Contact Information
Reservation Email: mbrown@gmail.com
Email Status: Valid Email
Mobile Phone: 5617771212
Work Phone: 5614441212
Work Extension:
Home Phone: 5618881212
Fax: 5619991212
Address Line 1: 521 Sea Breeze L
Address Line 2:

Property
Hotel Origami NYC
Insert Date: 3/21/2015
Update Date: 6/2/2015
Source: PMS

SMS

SPRINGER-MILLER SYSTEMS SDE Export for eConnectivity / eInsight

Personalization and Segmentation



Reporting and Dashboards

