

SPRINGER-MILLER SYSTEMS

^{SMS}|Host Secure Data Extract for Focal Revenue

Functionality

Acting as a protective gateway to your system, the Secure Data Extract (SDE) Export facilitates rapid, reliable and more frequent access to the data that Focal Revenue needs in order to provide Business Intelligence services to you and your staff.

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.

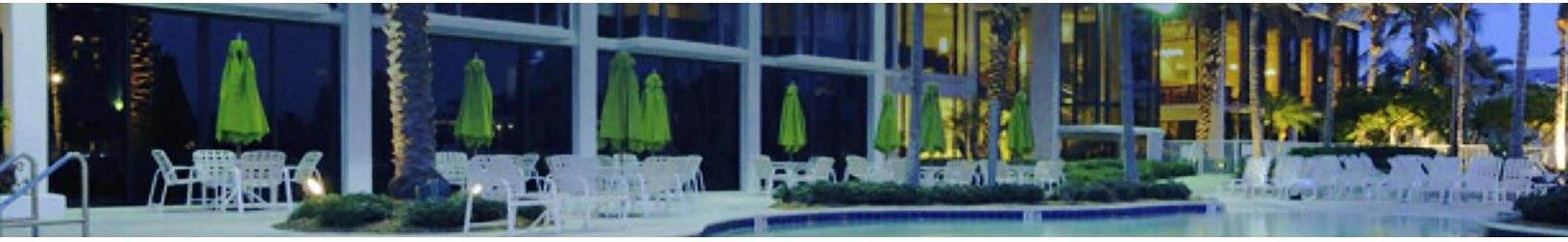
Scheduled File Export Benefits

By employing Springer-Miller's SDE for Focal Revenue, 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

Background

Beginning with ^{SMS}|Host version 22.1 and the release of our Personal Data Privacy Controls package, Springer-Miller Systems no longer supports the harvesting of data by external parties directly from a property's system. In line with these security features, officially sanctioned exports are required for all vendors that utilize data from ^{SMS}|Host. For those products that would not realize the benefits of the real-time, two-way, event-triggered XML messaging functionality of ^{SMS}|Diplomat, the Secure Data Extract Export can provide a safe, secure and affordable alternative.



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Software and Hardware Requirements

The product is compatible with, and requires, the following:

- ^{SMS}|Host version 22.7 and higher
- SMS Multi-Interface Processor (see Exhibit A, Rev. 5.0, Section 3, page 8 for details)

Focal Revenue Features

An SDE Export for Focal Revenue offers properties the following features:

- Powerful dashboards allow you to quickly identify areas that need further analysis
- Drill into the details and identify key trends
- Optimize your marketing efforts by tracking results and connect the right offer with the right audience
- Automated daily executive summaries allow you to share recent pickup and other trends
- In-platform communication features allow you to optimize strategies and collaborate with teams across disciplines
- Run strategy meetings directly from the platform to gain insights and improve accountability.

Databases in the Product Profile

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

- | | |
|---|--|
| • Active and Historical Reservation and Transaction Details | • Marketing Information |
| • Rates and Packages | • Room Types, Units and Availability |
| • Guests and Contact Details | • Corporations, Groups and Travel Agencies |
| | • General and Group Availability |

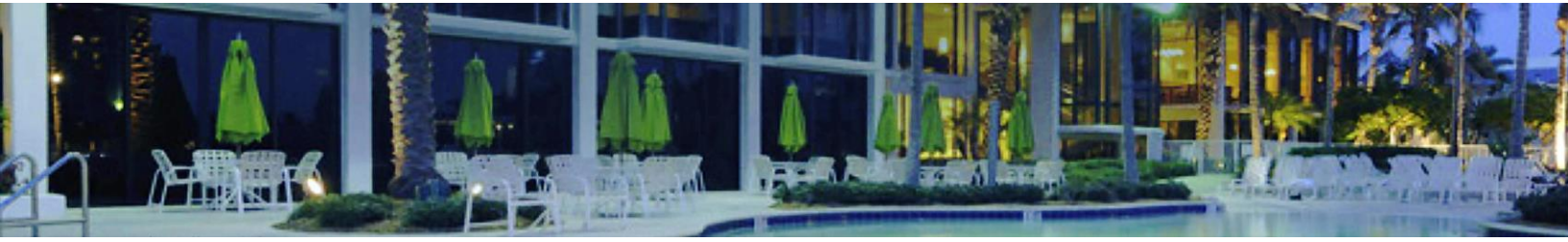
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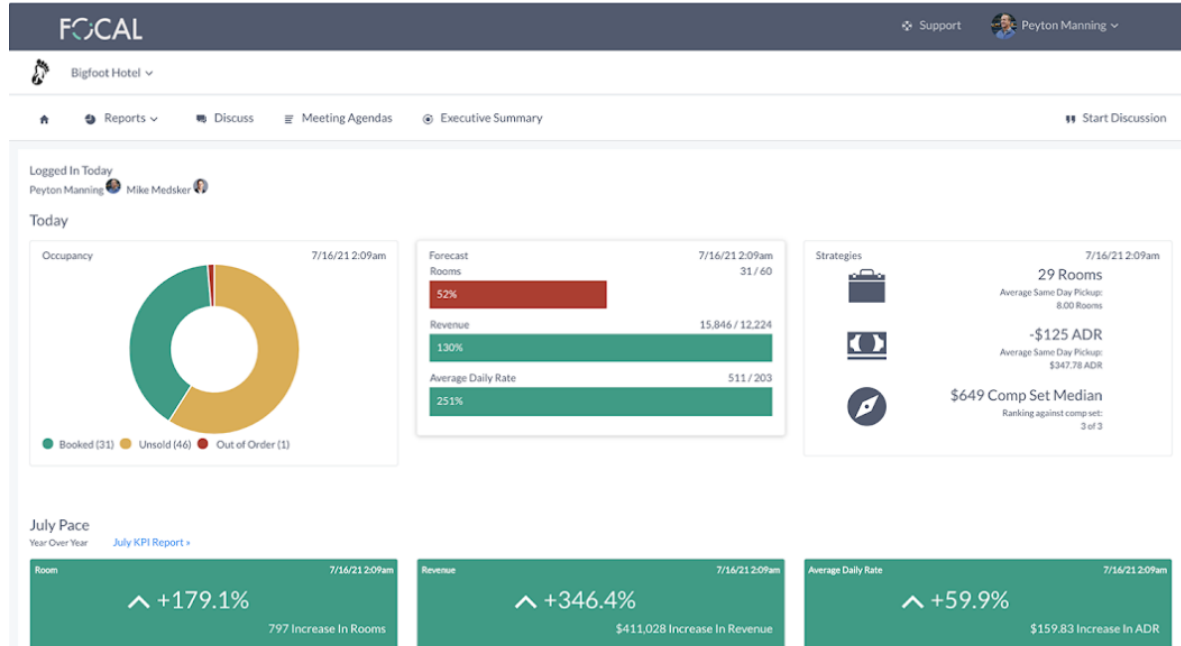
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For More Information

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 **Focal Revenue** and their business intelligence capabilities, visit <https://focalrevenue.com/>.

Dashboards:



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SMS

Drill into the Details



Optimize Marketing Efforts

FOCAL Support Peyton Manning

Bigfoot Hotel

Home Reports Discuss Meeting Agendas Executive Summary Start Discussion

Home / Reports / Campaign Tracking

Track New Campaign

Name	Overview		Results			Goal		Actions
	Type	Rate Code	Room Nights	Revenue	ADR	Room Nights	Revenue	
3rd Night Free	Length of Stay		0	\$0.00	\$0.00	10	\$1,800.00	Edit
Adventures in Paradise	Advanced Purchase	RATE_14, RATE_16	22	\$6,106.80	\$277.58	150	\$20,000.00	Edit
Fall Savings	Length of Stay	RATE_02, RATE_03, RATE_04	121	\$38,035.22	\$931.46	200	\$20,000.00	Edit
Summer Sale	Advanced Purchase		0	\$0.00	\$0.00	200	\$40,000.00	Edit
Summer Sale 2020	Advanced Purchase	RATE_16	21	\$5,804.82	\$276.42	200	\$40,000.00	Edit
Work Hard, Play Hard	Length of Stay	RATE_07, RATE_08, RATE_09, RATE_10	16	\$5,187.42	\$548.10	200	\$30,000.00	Edit
Adventures in Paradise	Advanced Purchase	RATE_14, RATE_16	22	\$6,106.80	\$277.58	150	\$20,000.00	Edit
Fall Savings	Length of Stay	RATE_02, RATE_03, RATE_04	121	\$38,035.22	\$931.46	200	\$20,000.00	Edit

SMIS

In-Platform Communications

FOCAL

Support

Peyton Manning

Bigfoot Hotel

Reports

Discuss

Meeting Agendas

Reports

Day of Week Pace

Day of Week Pace | Bigfoot Hotel

Analysis Range:

Analysis As Of:

Comparison Range:

Comparison As Of:

Report Options

New Question or Comment

B I A T T C

@Mike Medsker it looks like our efforts to drive Sunday night occupancy are working!

Share Current Page

<https://app.focalrevenue.com/#/219a/reports/day-of-week-pace?name=Analysis%20Period%20scrollTo+chart-section-day-of-week-pace-analysis>

Add Category

Cancel Save New Message

Analysis Period

MARKET SEGMENT	DAY			WEEKEND			SUNDAY			MONDAY			TUESDAY		
	Occupancy	Average Daily Rate	RevPAR	Occupancy	Average Daily Rate	RevPAR	Occupancy	Average Daily Rate	RevPAR	Occupancy	Average Daily Rate	RevPAR	Occupancy	Average Daily Rate	RevPAR
Complimentary	0.41%	\$0.00	\$0.00	0.46%	\$11.05	\$0.05	0.32%	\$0.00	\$0.00	0.37%	\$0.00	\$0.00	0.37%	\$0.00	\$0.00
Complimentary + House	0.41%	\$0.00	\$0.00	0.46%	\$11.05	\$0.05	0.32%	\$0.00	\$0.00	0.37%	\$0.00	\$0.00	0.37%	\$0.00	\$0.00
Group	6.02%	\$395.97	\$23.84	22.75%	\$509.45	\$115.89	8.01%	\$408.03	\$32.69	2.81%	\$325.16	\$9.14	2.81%	\$325.16	\$9.14
Group Association	0.38%	\$433.69	\$0.79	1.21%	\$452.22	\$5.47	0.22%	\$504.73	\$1.12	0.22%	\$504.73	\$1.12	0.22%	\$504.73	\$1.12
Group Corporate	0.06%	\$452.90	\$0.27	0.54%	\$409.00	\$3.27	0.05%	\$476.70	\$0.24	0.05%	\$476.70	\$0.24	0.05%	\$476.70	\$0.24
Group SMERF	5.78%	\$394.19	\$22.78	21.00%	\$510.20	\$107.15	7.74%	\$404.82	\$31.34	2.81%	\$325.16	\$9.14	2.81%	\$325.16	\$9.14
Transient	24.08%	\$313.69	\$75.55	23.87%	\$491.88	\$117.41	22.83%	\$332.33	\$76.87	22.51%	\$298.49	\$67.19	22.51%	\$298.49	\$67.19
Corporate Negotiated	11.21%	\$268.86	\$30.13	0.55%	\$261.51	\$1.44	8.21%	\$270.72	\$22.23	12.08%	\$268.04	\$32.38	12.08%	\$268.04	\$32.38
Government	8.40%	\$231.88	\$0.92	0.82%	\$409.88	\$3.35	0.69%	\$154.43	\$1.07	0.39%	\$275.89	\$0.82	0.39%	\$275.89	\$0.82