

SPRINGER-MILLER SYSTEMS

^{SMS}|Host Secure Data Extract for Kalibri Labs

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 Kalibri Labs needs in order to provide Revenue Analysis 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.

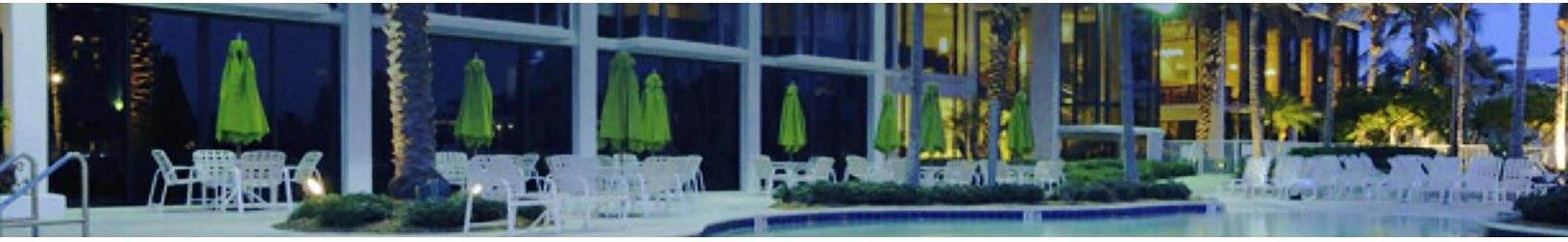
Scheduled File Export Benefits

By employing Springer-Miller's SDE for Kalibri Labs, 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)

Kalibri Labs Features

- Kalibri Labs evaluates and predicts revenue performance in the digital marketplace with its patent-pending, next-generation hotel benchmarking platform, HummingbirdPXM, and a suite of powerful reports. Powered by a robust database of historical data and a forward-thinking predictive model, they support both strategic and tactical planning.
- Working with 35,000+ hotels representing more than 100 brands and over 3 million rooms across the country, Kalibri collects transactional reservation data and transforms it through data science to you better understand your property's performance and find additional revenue opportunities.

Databases in the Product Profile

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

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

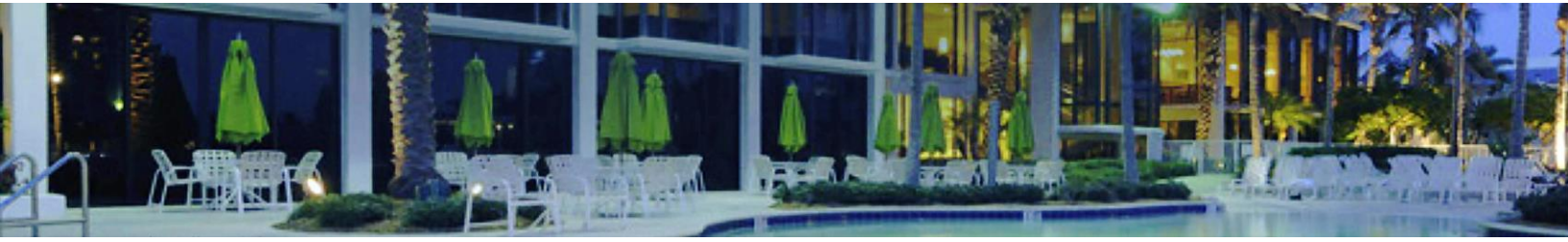
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For More Information

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 **Kalibri Labs** and their revenue analysis capabilities, visit <https://www.kalibrilabs.com> or call (301) 799-3222.

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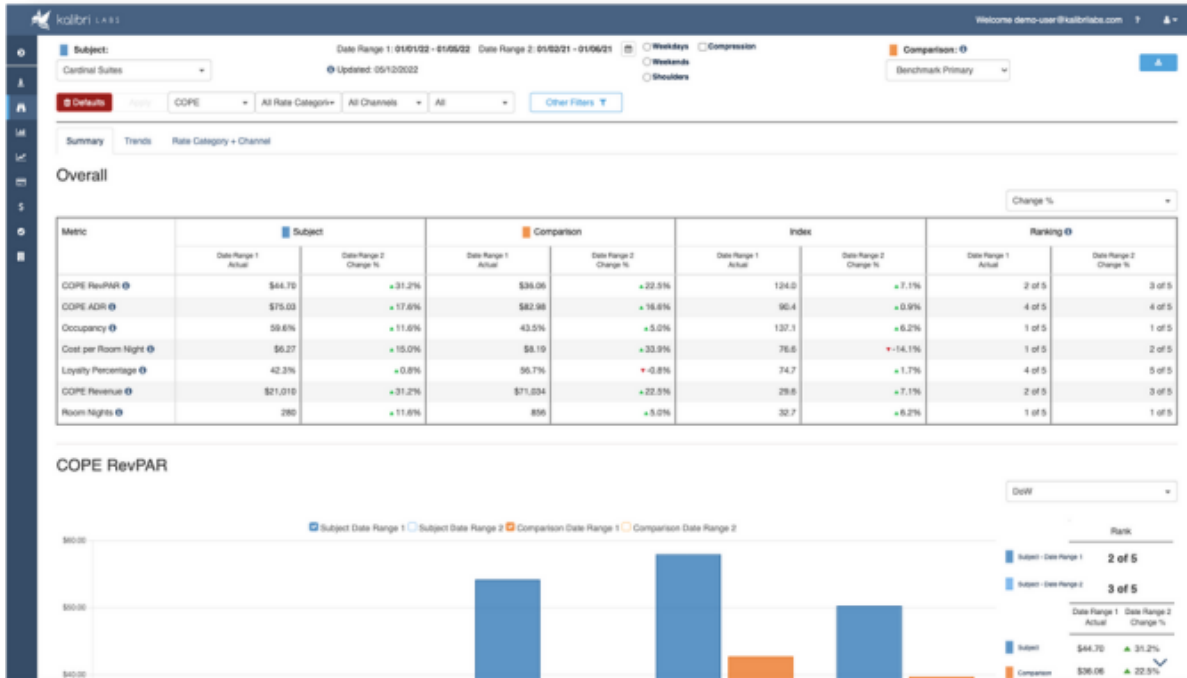
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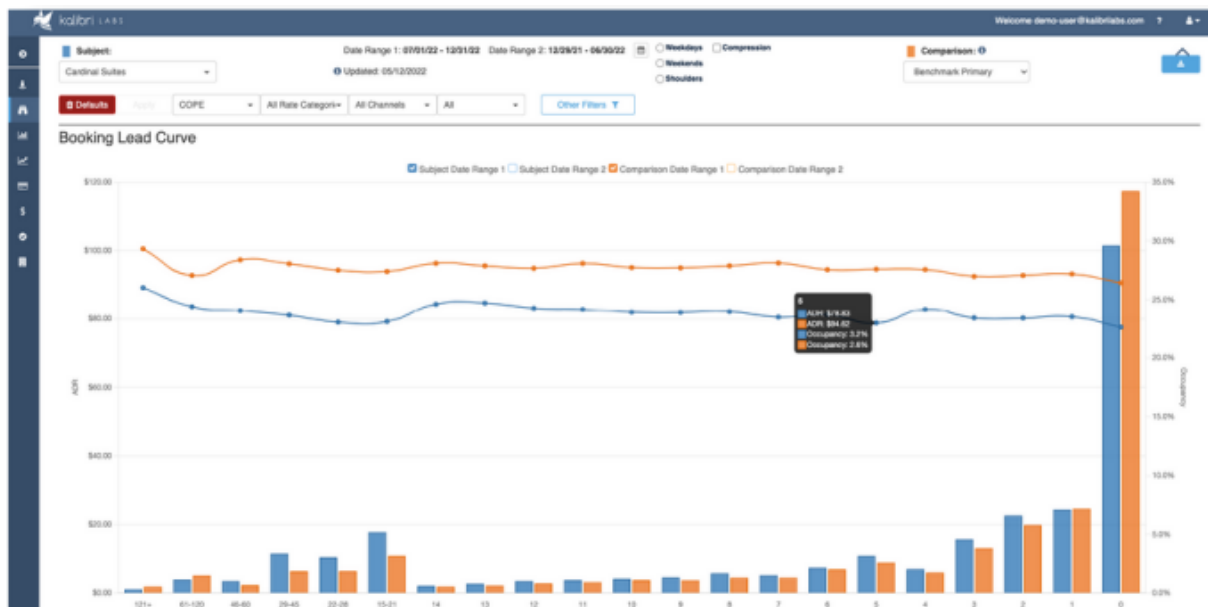
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Hummingbird Property View - Overall



Property View is a robust source of granular channel, rate category, length-of-stay and booking lead time insights. Additionally, users can access Kalibri Labs' predictive data for future performance and understand booking led curves and trends by day, week, month, day of week, etc. while better understanding revenue performance and profitability.

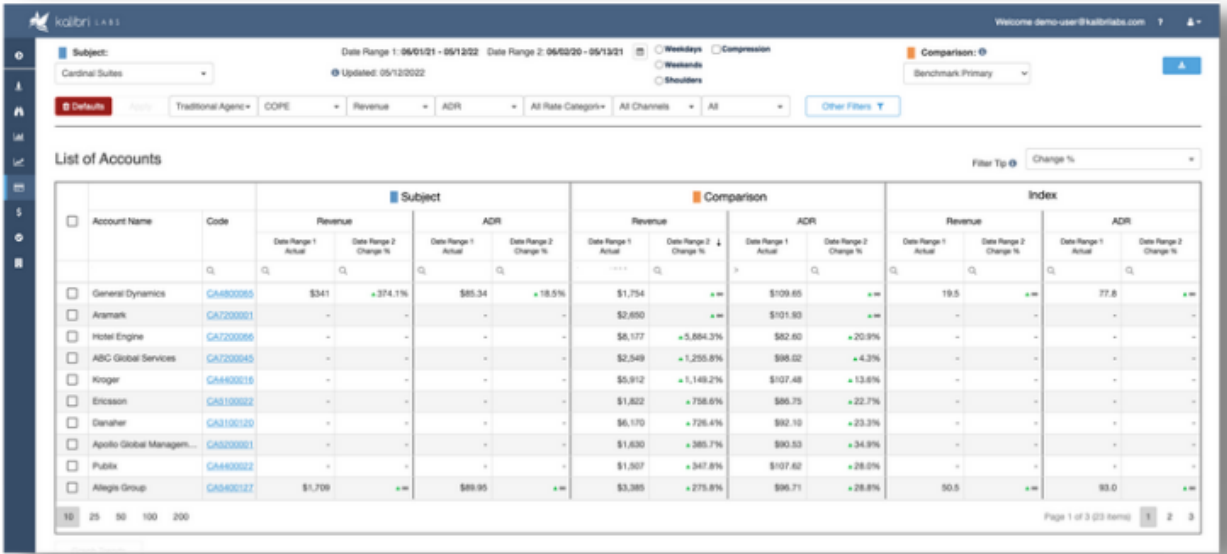
Hummingbird Property View – Booking Lead Times



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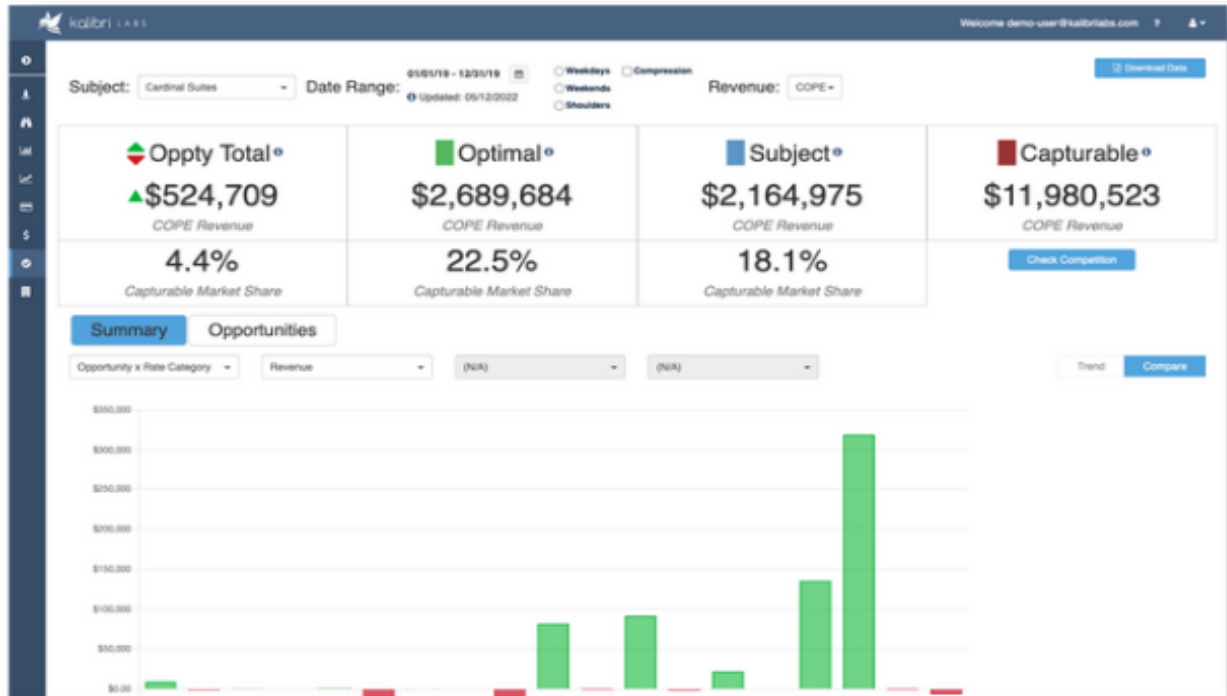
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Hummingbird Third Party View



Third Party View features Account Insights and Agency Insights, powerful tools to identify new account and agency opportunities to pursue.

Hummingbird Optimization View



Optimization View, powered by Kalibri Labs’ proprietary optimal business mix algorithm, identifies incremental revenue opportunities and offers analytically derived comp sets by rate segment.

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Kalibri LABS | Welcome demo-user@kalbrilabs.com

Subject: Arbor Suites Hotel | **Date Range 1:** 07/01/21 - 12/31/21 | **Date Range 2:** 01/01/21 - 06/30/21 | **Comparison:** Primary Benchmarks

Updated: 01/05/2022 | **Filters:** Weekdays, Weekends, Shoulders | **Comparison:** Primary Benchmarks

Defaults: COPE | RevPAR | ADR | All Rate Category | All Channels | All | [Other Filters](#)

Properties:

Property	Subject						Comparison				Index			
	RevPAR		ADR		RevPAR		ADR		RevPAR		ADR			
	Date Range 1 Actual	Date Range 2 Actual	Date Range 1 Actual	Date Range 2 Actual	Date Range 1 Actual	Date Range 2 Actual	Date Range 1 Actual	Date Range 2 Actual	Date Range 1 Actual	Date Range 2 Actual	Date Range 1 Actual	Date Range 2 Actual		
<input type="checkbox"/> Peaks Hotel	\$69.99	\$34.37	\$105.32	\$97.72	\$72.01	\$45.98	\$134.46	\$115.31	97.2	118.2	78.3			
<input type="checkbox"/> Westside Hotel	\$74.80	\$59.88	\$108.23	\$95.92	\$68.81	\$59.29	\$82.46	\$68.95	108.7	101.0	117.1			
<input type="checkbox"/> Midwest Suites	\$112.26	\$61.73	\$149.72	\$105.86	\$109.71	\$67.47	\$186.94	\$145.01	102.3	91.5	80.1			
<input type="checkbox"/> Arbor Suites Hotel	\$119.71	\$85.88	\$185.72	\$155.91	\$108.51	\$70.23	\$174.92	\$140.81	110.3	122.3	106.2			
<input type="checkbox"/> Blank Inc	\$57.69	\$52.63	\$73.44	\$71.93	\$108.51	\$70.23	\$174.92	\$140.81	53.2	74.9	42.0			
<input type="checkbox"/> Freeman Suites and Inn - Savannah	\$101.02	\$86.50	\$110.37	\$104.93	\$94.63	\$81.90	\$125.76	\$117.12	106.8	105.6	87.8			
<input type="checkbox"/> The Midway Hotel	\$120.84	\$63.52	\$168.88	\$125.13	\$131.27	\$82.73	\$196.62	\$144.55	92.0	76.8	85.9			

Executive View offer a 360 degree comprehensive view of all subscribed hotels for multi-and above-property users.