SMS

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SMS|Host Secure Data Extract for Stash Hotel Rewards

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 Stash Hotel Rewards needs in order to provide their Guest Loyalty program to your guests.

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 Stash Hotel Rewards, 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.
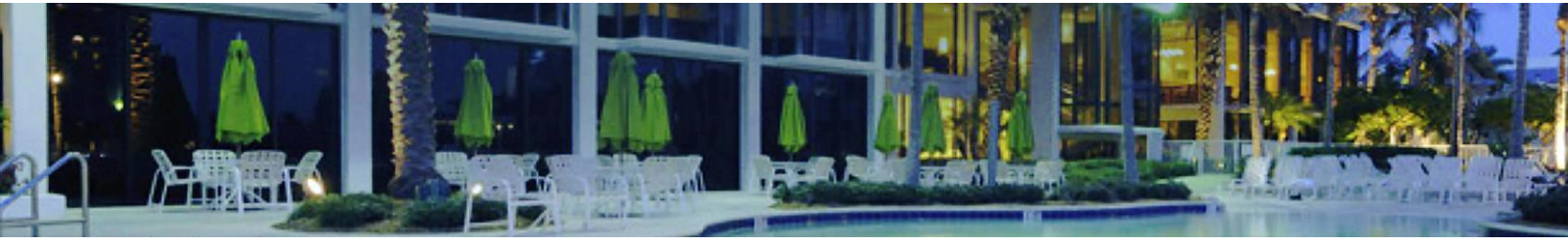
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Software and Hardware Requirements

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

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

Stash Hotel Rewards Features

An SDE Export for Stash Hotel Rewards offers properties the following features:

- With the Stash Hotel Rewards loyalty program, independent hotels get the tools to compete against the chains, reduce OTA share and attract new guests.
- Say "welcome back" to your best guests, all while increasing occupancy and driving RevPAR.
- Inspired travelers turn to Stash to find best hotels. Target them, entice them and win their hearts.
- Join a community of fiercely independent hoteliers. Collaborate, commiserate, share and dominate.

Databases in the Product Profile

The following ᔆᴹˢ|Host information is incorporated in the Stash Hotel Rewards Product Profile:

- Active Reservations and Transaction Details
- Rates and Packages
- Guests and Contact Details
- Marketing Information
- Room Types and Units

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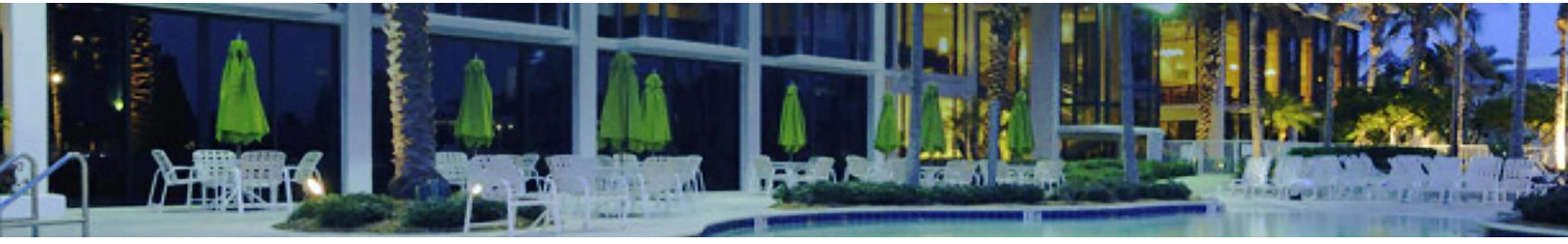
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For More Information

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 Stash Hotel Rewards and their guest loyalty program, visit www.stashrewards.com.