

SMS



SPRINGER-MILLER SYSTEMS

SMS | Host Secure Data Extract for LodgIQ

Functionality

Acting as a protective gateway to your system, the SDE facilitates rapid, reliable and more frequent access to the data that HAPI needs in order to provide LodgIQ's Revenue 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 are 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 for HotelIQ, 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 22.8 and higher
- Multi-Interface Processor (see Exhibit A, Rev. 5.0, Section 3, page 8 for details)

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About LodgIQ

Powered by AI, LodgIQ RM is like having a genius data-crunching assistant that makes revenue management easier by delivering the most profitable pricing decisions for all types of properties. LodgIQ is changing the way hoteliers approach revenue management. The technology employs proven data science and machine learning principles to deliver optimized pricing recommendations in real time. The result: more accurate forecasting, smarter room pricing and measurable ROI.

LodgIQ Features

An SDE Export with LodgIQ offers properties the following:

- **Market Demand:** LodgIQ RM analyzes numerous market variables when optimizing forecasts and room rates, including the current supply and demand in the destination, room rates of direct and indirect competitors, historical room rates, flight patterns and local events, among many others.
- **Intellimerge™:** Drag-and-Drop revenue intelligence. LodgIQ RM's interactive, dynamic reporting capabilities allow for quick evaluation of a wide variety of performance metrics, in real time.
- **Price Optimization:** Powerful rate optimization at both BAR and Room Level. The optimization incorporates Hotel Performance, Compset, Room Hierarchies and Dynamic ML Algorithms to produce state-of-the-art recommendations.

Databases in Product Profile

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

- Guest Contact and Profile Details
- Active and Historical Reservation and Transaction Details
- Group and Corporate Details and Availability
- Room Types and Room Details
- General Availability
- Rates and Packages
- Active and Historical Change Logs
- 3rd Party Confirmation Numbers
- 1, 2 and 3-Character Codes
- Travel Agency Listings
- Source of Business

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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 **LodgIQ** and their Revenue Analysis capabilities, visit <https://lodgiq.com> or contact sales@lodgiq.com.