SMS|Host® Scheduled File Export with Hospitality Marketing Associates

Springer-Miller Systems' Scheduled File Export (SFE) provides a framework to support automated, schedulable, one-way exports of files in various formats from SMS|Host to complimentary hospitality systems.

The HMA Marketing Platform provides data intelligence, email marketing, creative development, and guest communications.

Functionality

Acting as a protective gateway to your system, the SFE facilitates rapid and reliable access to files that a property wants to share with vendors or other external entities. Utilizing a flexibly configured scheduler, files designated for transport, either by naming convention or specific location, will be automatically forwarded to a validated set of SFTP credentials at the destination. This transmission mechanism accommodates the CSV export of a report, the output of a utility that has been run in the PMS or a file manually placed in a location for external transport.

Scheduled File Export Benefits

By employing Springer-Miller's SFE, properties gain the following benefits:

- **Security**: increased through elimination of direct/uncontrolled external access to SMS|Host
- **Protection**: reliance on SFTP ensures that all files are transported in an encrypted format
- **Reliability**: consistent and dependable delivery of data
- **Automation**: fully autonomous transport processing
- **Frequency**: scheduling ensures files are sent as expected
- **Economy**: the SFE can support multiple vendor exports from a single installation
- **Performance Safeguard**: reliance on an official export protects against unintended performance degradation

Concept of HMA

Ấ' Ẳ Ẳủｌｌ-' ểｒŵçểẲ ẳｒкĕţỉňĝẲçôń ｒ ẳňÿ,Ẳ ｖĕẲ çｒỉňĝẲảẲ ôẘĕｒｇủｌẲ ïÿẲôĝ̃Ẳďẳţẳ,Ẳ éń ẳïｌẲ ňďẲ ẳｒкĕţỉňĝẲ ẳňẳĝéń ĕňţẲ ïňţôẲţĥẽẲôｌủţỉôń' Ẳ ｖĕẲ ủ' ţôń ïżễẲŝｐｒẲĥễẲ ô' ｒ ïţẳｌïţÿẲ ňďủ' ţｒ̃ỹ.

Exported Content for HMA

Contents

- SMS Comprehensive Listing report (R-R-3-P-C)

Frequency

- The reports should be run nightly prior to the End-of-Day using the CSV output option. Built into a Report Batch, it can be added as a Task to the property's Automated Night Audit for maximum efficiency. The recommended parameters are included at the end of this document.

Location

- The Scheduled File Export interface resides on the Legacy Interface Server and the CSV files will be placed in \HOSTPLUS\EXPORT\HMA\

Software and Hardware Requirements

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

- Current release of the SMS Product Suite
- Multi-interface Processor (see Exhibit A, Rev. 5.0, Section 3, page 8 for details)

For More Information

To learn more about **Springer-Miller Systems** and our integrations with our ᔆᔆ|Host Hospitality Management System, please contact your SMS Account/Sales Manager, visit our web site at www.springermiller.com, or call 802.253.7377.

To learn more about **HMA** and their products and services, please visit https://www.wearehma.com/.

Note: The SMS Installer will work with the client to the reports below.

Run at beginning of Implementation

The report should be run once at the beginning of the implementation.

Comprehensive Listing (R-R-3-P-C) for Outage Report

- This report will need to be set up to capture the past data. The start date will be provided by HMA.
- Property ID: provided by HMA

Outage Report

- The description of the report should be the **Property ID – Outage Report**.
- An * indicates this parameter is not applicable to all
- Parameters:
    - Output to (F)ile or (P)rinted report: F
    - Select guest using (G)uest Tile, Guest that have (R)eservations, (N)o Reservations: R
    - Select for (A)rrival, (D)eparture, (B)ooking, or (O)ccupancy dates: D
    - Begin Date of reservation/account to be included: HMA will provide
    - End Date of reservation/account to be included: Today
    - * Include (O)wners only, (N)on-owners only, or (A)ll Guest: A
    - INCLUDE only guests with (E)mail addresses, (N)o email or (A)ll : A
    - Print (P)rimary or (A)ll email address: P
    - INCLUDE guests flagged for Incorrect Address (Y)es (N)o: Y
    - INCLUDE guests flagged for Incorrect Email (Y)es (N)o: Y
    - INCLUDE guests flagged for No Mail (Y)es (N)o: Y
    - INCLUDE guests flagged for No Email (Y)es (N)o: Y
    - INCLUDE guests flagged for Do Not Call (Y)es (N)o: Y
    - INCLUDE guests flagged for Do Not Sell Info (Y)es (N)o: Y
    - Enter Regional Codes you want to include.: blank for all
    - Enter International ID (nationality) codes you want to include. : blank for all
    - Enter Country Codes you want to include you want to include. : blank for all
    - Filter for zip code (L)ist zip code (R)ange or (N)one: N
    - SELECT for season (blank for all) : blank for all
    - Enter VIP codes or BLANK for All: blank for all
    - *Enter property code for report, blank for ALL: blank for all
    - Enter Room Category code, or blank for all: blank for all
    - INCLUDE reservation levels: O
    - Enter MARKET SEGMENT codes or leave blank for all.: select all or blank for all
    - Include BLANK market segments? (Y)es (N)o: Y
    - Include (C)omp only, (N)on-comp only or (A)ll reservations: A
    - Include (G)roup only, (N)on-group only or (A)ll reservations / accounts: A

- o Include Wholesalers? (Y)es (N)o: Y
- o Include Mini-Groups? (Y)es (N)o: Y
- o Enter Media type codes you want to include : blank for all
- o Enter guest tile Source code, or blank for all: blank for all
- o ENTER Corporation code, blank for all: blank for all
- o *INCLUDE only Active (G)uests, (B)lacklisted Guest, or (A)ll Guests?: A
- o Sort by (N)ame (Z)ip code (S)ource (A)dded Date: N
- o Include phone type in exported file (Y)es (N)o: N
- o Format (A)scii comma delimited text file, (F)ixed-width text file or (C)SV: C
- o One record per (G)uest or (R)es: R
- o Export file to: \HOSTPLUS\EXPORT\HMA\
- o Export Parameters

Run Nightly Prior to End-Of-Day

The reports should be added as a Batch Task to the Automated Night Audit routine to run prior to the end-of-day.

Comprehensive Listing (R-R-3-P-C) for Surveys and Marketing Campaigns

- This report will need to be set up two times to capture future reservations and checked-out reservations for surveys and marketing campaigns.
- Data in the reports includes the following:
    - o Guest Name, Email, Address, Res #, Room #, Arrival/Departure, Market Segment, Source, Room Revenue
- Property ID: provided by HMA

Surveys

- The description of the report should be the **Property ID - Surveys Check Out Last 5 Days**.
- An * indicates this parameter is not applicable to all
- Parameters:
    - o Output to (F)ile or (P)rinted report: F
    - o Select guest using (G)uest Tile, Guest that have (R)eservations, (N)o Reservations: R
    - o Select for (A)rrival, (D)eparture, (B)ooking, or (O)ccupancy dates: D
    - o Begin Date of reservation/account to be included: 5 Days before Today
    - o End Date of reservation/account to be included: Today
    - o * Include (O)wners only, (N)on-owners only, or (A)ll Guest: A
    - o INCLUDE only guests with (E)mail addresses, (N)o email or (A)ll : A
    - o Print (P)rimary or (A)ll email address: P
    - o INCLUDE guests flagged for Incorrect Address (Y)es (N)o: Y
    - o INCLUDE guests flagged for Incorrect Email (Y)es (N)o: Y
    - o INCLUDE guests flagged for No Mail (Y)es (N)o: Y
    - o INCLUDE guests flagged for No Email (Y)es (N)o: Y
    - o INCLUDE guests flagged for Do Not Call (Y)es (N)o: Y

- INCLUDE guests flagged for Do Not Sell Info (Y)es (N)o: Y
- Enter Regional Codes you want to include.: blank for all
- Enter International ID (nationality) codes you want to include. : blank for all
- Enter Country Codes you want to include you want to include. : blank for all
- Filter for zip code (L)ist zip code (R)ange or (N)one: N
- SELECT for season (blank for all) : blank for all
- Enter VIP codes or BLANK for All: blank for all
- *Enter property code for report, blank for ALL: blank for all
- Enter Room Category code, or blank for all: blank for all
- INCLUDE reservation levels: O
- Enter MARKET SEGMENT codes or leave blank for all.: select all or blank for all
- Include BLANK market segments? (Y)es (N)o: Y
- Include (C)omp only, (N)on-comp only or (A)ll reservations: A
- Include (G)roup only, (N)on-group only or (A)ll reservations / accounts: A
- Include Wholesalers? (Y)es (N)o: Y
- Include Mini-Groups? (Y)es (N)o: Y
- Enter Media type codes you want to include : blank for all
- Enter guest tile Source code, or blank for all: blank for all
- ENTER Corporation code, blank for all: blank for all
- *INCLUDE only Active (G)uests, (B)lacklisted Guest, or (A)ll Guests?: A
- Sort by (N)ame (Z)ip code (S)ource (A)dded Date: N
- Include phone type in exported file (Y)es (N)o: N
- Format (A)scii comma delimited text file, (F)ixed-width text file or (C)SV: C
- One record per (G)uest or (R)es: R
- Export file to: \HOSTPLUS\EXPORT\HMA\

Marketing Campaigns

- The description of the report should be the **Property ID – Marketing Future Reservations**.
- An * indicates this parameter is not applicable to all
- Parameters:
    - Output to (F)ile or (P)rinted report: F
    - Select guest using (G)uest Tile, Guest that have (R)eservations, (N)o Reservations: R
    - Select for (A)rrival, (D)eparture, (B)ooking, or (O)ccupancy dates: A
    - Begin Date of reservation/account to be included: Today
    - End Date of reservation/account to be included: 730 days after Today
    - *Include (O)wners only, (N)on-owners only, or (A)ll Guest: A
    - INCLUDE only guests with (E)mail addresses, (N)o email or (A)ll : A
    - Print (P)rimary or (A)ll email address: P
    - INCLUDE guests flagged for Incorrect Address (Y)es (N)o: Y
    - INCLUDE guests flagged for Incorrect Email (Y)es (N)o: Y
    - INCLUDE guests flagged for No Mail (Y)es (N)o: Y
    - INCLUDE guests flagged for No Email (Y)es (N)o: Y

- INCLUDE guests flagged for Do Not Call (Y)es (N)o: Y
- INCLUDE guests flagged for Do Not Sell Info (Y)es (N)o: Y
- Enter Regional Codes you want to include.: blank for all
- Enter International ID (nationality) codes you want to include. : blank for all
- Enter Country Codes you want to include you want to include. : blank for all
- Filter for zip code (L)ist zip code (R)ange or (N)one: N
- SELECT for season (blank for all) : blank for all
- *Enter VIP codes or BLANK for All: blank for all
- Enter property code for report, blank for ALL: blank for all
- Enter Room Category code, or blank for all: blank for all
- INCLUDE reservation levels: NF
- Enter MARKET SEGMENT codes or leave blank for all.: select all or blank for all
- Include BLANK market segments? (Y)es (N)o: Y
- Include (C)omp only, (N)on-comp only or (A)ll reservations: A
- Include (G)roup only, (N)on-group only or (A)ll reservations / accounts: A
- Include Wholesalers? (Y)es (N)o: Y
- Include Mini-Groups? (Y)es (N)o: Y
- Enter Media type codes you want to include : blank for all
- Enter guest tile Source code, or blank for all: blank for all
- ENTER Corporation code, blank for all: blank for all
- *INCLUDE only Active (G)uests, (B)lacklisted Guest, or (A)ll Guests?: A
- Sort by (N)ame (Z)ip code (S)ource (A)dded Date: N
- Include phone type in exported file (Y)es (N)o: N
- Format (A)scii comma delimited text file, (F)ixed-width text file or (C)SV: C
- One record per (G)uest or (R)es: R
- Export file to: \HOSTPLUS\EXPORT\HMA\