

SMS|HOST® AND SMITH TRAVEL RESEARCH INTERFACE

Interface Functionality

Springer-Miller Systems' STR interface with Smith Travel Research's STAR Program provides hoteliers with a competitive analysis that can drive business decisions and strategies. The STAR Report is at the foundation of the Program, and it will compare your property's performance against that of your competitive set.

SMS|Host delivers the ability to automate the STAR Report thereby enabling hotel management to make operational decisions. The SMS|Host interface to STR conveys the real-time statistical data that is critical to making informed plans as it pertains to driving sales and attaining market share.

Interface Benefits

The interface allows hotels and resorts to easily participate in the STAR Program. Specific interface benefits include:

- Automated daily export provides the information required by the STAR Report. This can be run as part of the SMS|Host batch reporting process, simplifying the report's generation
- Significant resource savings (time and cost) through the elimination of manual data entry
- Delivery of accurate and timely information, removes human error potential
- Multi-property compatible and further ability to deliver statistics by property
- An extremely flexible configuration mechanism that allows a property to tailor the data to send to STR

Communicated Information

SMS|Host will compile the following daily statistics for the STAR Program to consume:

INTERFACE FUNCTIONALITY

Total Rooms Available

Total Rooms Sold

Total Room Revenue

Total Revenue (Rooms + Food & Beverage)

Food & Beverage Revenue

Market Segment Breakouts of Transient, Group and Contract Rooms Sold

Market Segment Breakouts of Transient, Group and Contract Revenue

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 - Hardware Requirements document)
 - If using the Scheduled File Export (SFE)

File Transfer Options

There are two options for submitting the data:

- Email the .CSV file to Smith Travel Research
- Utilize the Scheduled File Export (SFE) to automatically distribute the .CSV file to Smith Travel Research

Please contact a Smith Travel Research representative to learn more about their software and hardware requirements for the STAR Program.

For More Information

To learn more about Springer-Miller Systems and our 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 Smith Travel Research and their products and services, please visit <http://www.str.com>.