

SMS|HOST® Secure Data Extract with Ascent360

Springer-Miller Systems' Secure Data Extract (SDE) export provides a framework to support automated, schedulable, one-way data exports from SMS|Host to complimentary hospitality systems.

Ascent360's Guest Data & Marketing Automation Platform combines and cleans your core transactional data from all your systems at once and houses it in a single, easy-to-use platform.

Functionality

Acting as a protective gateway to your system, the SDE facilitates rapid, reliable and more frequent access to the data that hospitality product vendors need in order to provide services to you and your guests.

Beginning with SMS|Host version 22.1 and the release of our Personal Data Privacy Controls Package, officially sanctioned exports will be required for all vendors that utilize data from SMS|Host.

Employing 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, 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:

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

Ascent360 Features

An SDE Export with Ascent360 offers the following:

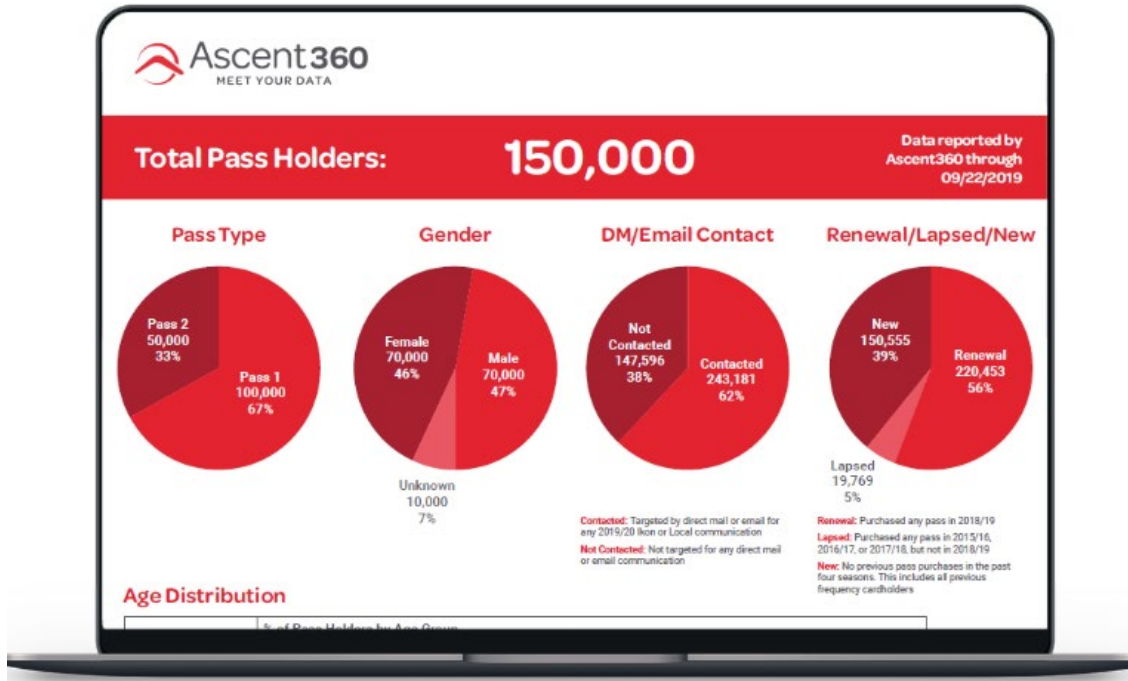
- Improve Data Quality and Quantity
- Increased Engagement and Increased Revenue
- Audience Segmentation and Increased Lifetime Value
- Spot Key Touchpoints and Identify Optimal Channels
- Optimize Up-Sell and Cross-Sell Strategies
- Measure Revenue Impact
- Cleanse, Match, Optimize, Enhance and Expand your Customer Data
- Guarantee of 2X ROI within the First Year

Revenue Attribution

The screenshot shows a software interface with a red navigation bar at the top containing menu items: Data Sources, Database Repc, Product Registration, Campaign Management, Marketing Calendar, and Marketing Tools. Below the navigation bar, there is a section titled 'Transactional Emails' with a dropdown menu and icons for a bar chart, a document, and a refresh button. A light blue instruction bar reads 'Drag a column and drop it here to group by that column'. The main content is a table with the following data:

Email Name	Delivered Time	Click Count	Open Count	Delivered Count	Unsubscribe Count	Revenue Per Email	Revenue Per Campaign
Welcome Stream	6-2-2019 9:11 AM	695	10,790	44,763	828	\$1.19	\$53,067
Surprise Sale	6-2-2019 9:01 AM	11	396	1,088	2	\$0.67	\$724
Summer Splash	6-2-2019 5:29 AM	94	639	2,301	69	\$10.14	\$23,334
Loyalty Automation	6-2-2019 2:25 AM	11	85	1,304	55	\$0.71	\$912
Post Purchase Email	6-1-2019 7:28 PM	31	151	332	1	\$21.87	\$7,250
Thank you for being a valued Customer	6-1-2019 9:01 AM	1,041	11,987	31,812	499	\$16.30	\$518,676
Lapsed Prospect	6-1-2019 9:01 AM	179	1,206	8,727	15	\$0.63	\$5,524
High Value Lapsed	6-1-2019 9:00 AM	0	70	166	0	\$-0.27	\$44
Mothers Day Automation	5-31-2019 7:17 PM	58	344	1,374	44	\$15.81	\$21,729
Surprise Sale	5-27-2019 1:42 PM	77	346	1,441	28	\$27.81	\$40,076
Cross Sell Conversion Update	5-15-2019 9:06 PM	690	10,723	25,230	14	\$79.61	\$2,008,648
90 Day Conversion Update	4-22-2019 1:12 PM	19	63	109	1	\$21.58	\$2,352
Surprise Sale	3-13-2019 9:02 AM	47	330	797	5	\$73.12	\$58,278
Loyalty Lapsed	3-12-2018 9:01 AM	413	6,683	16,975	27	\$54.37	\$922,982
Valentines Automation	2-11-2018 9:00 AM	2	9	30	0	\$5.19	\$155

Reporting and Analytics



Databases in Product Profile

The following ^{SMS}|Host tables are incorporated in the Product Profile with Ascent360:

- Guest Contact Information and Preferences
- Active and Historical Reservations and Transactions
- Marketing Sources
- Group Activity
- Active and Historical Change Logs
- Room Types and Rooms
- Active and Historical Owner Rental Arrangements and Transactions
- Active and Historical Resort Scheduling Activity
- 1, 2 and 3-Character Codes
- Retail POS Check Activity
- Active and Historical Change Logs
- Active 3rd Party Activity Booking Details

For More Information

To learn more about Springer-Miller Systems and our integrations with our ^{SMS}|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 **Ascent360** and their products and services, please visit <https://ascent360.com/>, contact hello@ascent360.com, or call 800.581.4017.