

SMS|HOST® Secure Data Extract with Zingle

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.

Mediallia Concierge (Zingle) is an intelligent text and in-app messaging solution that improves, personalizes, and elevates customer and employee experiences and builds loyalty.

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)

Zingle Features

An SDE Export with Zingle offers the following:

- Serve guest faster with a personal touch
- Optimize tedious processes and increase service recovery
- Improve guest satisfaction and drive more (and better) reviews
- Make customers feel at home with translations powered by Google Translate
- Engage with customers on the messaging channels they prefer (SMS, MMS, Facebook Messenger, etc.)
- One or more users can manage dozens of customer conversations across multiple channels

Databases in Product Profile

The following SMS|Host tables are incorporated in the Product Profile with Zingle:

- Guest Contact Information
- Guest Profile Notes
- Active Reservation Details
- Rate and Package Information
- 3rd Party Confirmation Numbers
- Group Details
- Active Change Logs
- 1, 2, and 3 Character Codes

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 **Zingle** and their products and services, please visit <https://www.medallia.com/products/concierge/>.