

SMS|HOST® Secure Data Extract with eInsight

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.

The eInsight CRM from Cendyn provides marketing automation and guest intelligence for enterprise, multi-property, and multi-brand hotels. Drive loyalty with near-real-time data to provide personalized one-to-one communications for every guest. eConnect is a middleware platform that provides the data to eInsight to create unique journeys and beautiful campaigns for your guests with a simple drag and drop email and campaign builder.

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)

eInsight Features

An SDE Export with eInsight offers the following:

- **Master Guest Profile:** Each guest's profile is like a fingerprint – they leave behind a trail of favorites, likes, dislikes, hotel stay choices and activities – a single source of actionable data.
- **Powerful Segmentation:** Build, segment, manage and forecast your target audiences to create tailored, personalized communication to every guest.
- **Advanced Business Rules:** Start the conversation and automatically engage your guests before, during and after their stay with personalized email marketing and other communications tailored to their unique profile and desired audience outcome.
- **Build Long-Term Relationships:** Reward guests with a personalized, distinctive loyalty experience that encourages them to keep coming back.
- **Enterprise Reporting & Dashboards:** Cendyn's eInsight CRM reporting tool enables you to harness disparate data and make informed business decisions with simple, beautiful dashboards.

eInsight Master Guest Profile

Mark Brown
 VIP 2
 President of Brown & Assoc
 Member ID # 00123456

Guest Summary
 Next Arrival Date 3/21/20
 Hotel of Next Stay ORIGAMIN
 Last Check Out Date 12/31/20
 Hotel Last Stayed ORIGAMIYN

RFM Details
 Number of Stays 1
 Total Nights 5
 Days Since Last Stay 494
 Lifetime Spend \$7,345.40

Revenue Details

Summary Category	Detail Category		
Room Revenue		0.00%	\$0.00
BOUTIQUE		0.09%	\$6.40
MINI		2.78%	\$204.00
POOL		0.26%	\$19.00
REST		6.88%	\$505.00
ROOM SER		0.93%	\$68.00
SPA		6.37%	\$468.00
Total Revenue		100.00%	\$7,345.40

Personal Information
 Customer ID # 60
 Source Guest ID # 55996607

Contact Information
 Reservation Email mbrown@gmail.com
 Email Status Valid Email
 Mobile Phone 5617771212
 Work Phone 5614441212
 Work Extension
 Home Phone 5618881212
 Fax 5619991212
 Address Line 1 521 Sea Breeze L
 Address Line 2

Property
 Hotel Origami NYC
 Insert Date 3/21/2015
 Update Date 6/2/2015
 Source PMS

Personalization and Segmentation

Audiences

Search: Audience Name | Equals

☑ Show inactive audiences | Reset | Search

Audience List

Modified By	Modified On	Created On	Status	Counts	Actions
cacily.blake@hotelorigami.com	01/10/2023 09:00:09 AM	01/01/2023 09:00:00 AM	Active	952	Details Actions
cacily.blake@hotelorigami.com	01/10/2023 09:00:09 AM	01/01/2023 09:00:00 AM	Active	Generating	Details Actions
cacily.blake@hotelorigami.com	01/10/2023 09:00:09 AM	01/01/2023 09:00:00 AM	Active	124,997	Details Actions
cacily.blake@hotelorigami.com	01/10/2023 09:00:09 AM	01/01/2023 09:00:00 AM	Active	--	Details Actions
cacily.blake@hotelorigami.com	01/10/2023 09:00:09 AM	01/01/2023 09:00:00 AM	Active	1,523	Details Actions
cacily.blake@hotelorigami.com	01/10/2023 09:00:09 AM	01/01/2023 09:00:00 AM	Active	2,872	Details Actions
cacily.blake@hotelorigami.com	01/10/2023 09:00:09 AM	01/01/2023 09:00:00 AM	Active	718	Details Actions
cacily.blake@hotelorigami.com	01/10/2023 09:00:09 AM	01/01/2023 09:00:00 AM	Active	15,096	Details Actions

Audience Details for Repeat Guests

Summary | Customer Details | Associated Campaigns | History

Summary

96,038
Total Records

1
Campaigns Using

8/19/2020 12:02 PM
Last Saved

8/19/2020 12:02 PM
Last Published

Criteria

Mode: Combine | Operation: AND

Data Source: PMS

Day of Week of Arrival Date: Friday

Day of Week of Departure Date: Sunday

Channel Counts

Email	96,038
Tail	735
Invalid	117
Unsubscribed	26,205
Bounced	7,134
Non-Consent	0
Flagged	4,340
Valid	37,857
Unique	43,365
Total Records	96,038

Counts may vary from customer list results

Reporting and Dashboards

Sent: 25.6M | Delivered: 24.3M | Opened: 1.99M | Bookings: 5.83K | Revenue: 4.45M

Campaign Activity

Measures: Single Open, Clicks (Sum), Bounced (Sum), Open-Out (Sum)

Bounced Emails

Measures: Soft Bounced, Hard Bounced

Rate Types by Revenue

Rate Types by Lead Time

Rate Types by Day of Week

Rate Types by A/C/S

Databases in Product Profile

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

- Guest Contact and Email Details
- Active and Historical Reservations and Transactions
- Group Details
- Rates and Packages
- 3rd Party Confirmation Numbers
- Corporation Details
- Active and Historical Resort Scheduling Activities
- Active and Historical Change Logs

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 Cendyn's **eInsight** product and services, please visit <https://www.cendyn.com/crm/>.