

# PROPERTY MANAGEMENT SYSTEM INTERFACE DATA SHEET

### **SMS**|HOST® Secure Data Extract with elnsight

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

The elnsight 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 elnsight 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 <sup>SMS</sup>|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 <sup>SMS</sup>|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)



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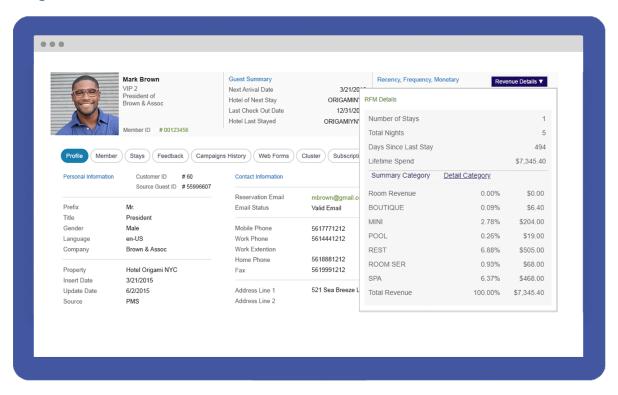
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### elnsight Features

An SDE Export with elnsight 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 elnsight CRM reporting tool enables you to harness disparate data and make informed business decisions with simple, beautiful dashboards.

#### elnsight Master Guest Profile

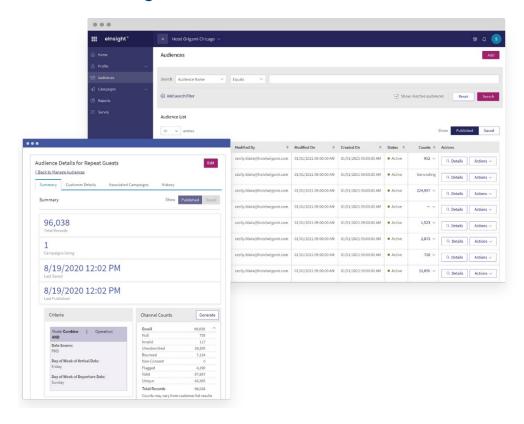






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#### **Personalization and Segmentation**



#### **Reporting and Dashboards**







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#### **Databases in Product Profile**

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

- Guest Contact and Email Details
- Active and Historical Reservations and Transactions
- Group Details
- Rates and Packages

- 3<sup>rd</sup> 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 <a href="https://www.springermiller.com">www.springermiller.com</a>, or call 802.253.7377.

To learn more about Cendyn's elnsight product and services, please visit <a href="https://www.cendyn.com/crm/">https://www.cendyn.com/crm/</a>.

