

## SMS|Host® Scheduled File Export with Hospitality Marketing Associates

Springer-Miller Systems' Scheduled File Export (SFE) provides a framework to support automated, schedulable, one-way exports of files in various formats from SMS|Host to complimentary hospitality systems.

The HMA Marketing Platform provides data intelligence, email marketing, creative development, and guest communications.

### Functionality

Acting as a protective gateway to your system, the SFE facilitates rapid and reliable access to files that a property wants to share with vendors or other external entities. Utilizing a flexibly configured scheduler, files designated for transport, either by naming convention or specific location, will be automatically forwarded to a validated set of SFTP credentials at the destination. This transmission mechanism accommodates the CSV export of a report, the output of a utility that has been run in the PMS or a file manually placed in a location for external transport.

### Scheduled File Export Benefits

By employing Springer-Miller's SFE, properties gain the following benefits:

- **Security:** increased through elimination of direct/uncontrolled external access to SMS|Host
- **Protection:** reliance on SFTP ensures that all files are transported in an encrypted format
- **Reliability:** consistent and dependable delivery of data
- **Automation:** fully autonomous transport processing
- **Frequency:** scheduling ensures files are sent as expected
- **Economy:** the SFE can support multiple vendor exports from a single installation
- **Performance Safeguard:** reliance on an official export protects against unintended performance degradation

### Concept of HMA

As a full-service marketing company, we bring a powerful mix of data, email and marketing management into the solutions we customize for the hospitality industry.

## Exported Content for HMA

### Contents

- SMS Comprehensive Listing report (R-R-3-P-C)

### Frequency

- The reports should be run nightly prior to the End-of-Day using the CSV output option. Built into a Report Batch, it can be added as a Task to the property's Automated Night Audit for maximum efficiency. The recommended parameters are included at the end of this document.

### Location

- The Scheduled File Export interface resides on the Legacy Interface Server and the CSV files will be placed in \HOSTPLUS\EXPORT\HMA\

## 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)

## For More Information

To learn more about **Springer-Miller Systems** and our integrations with our <sup>SMS</sup>|Host Hospitality Management System, please contact your SMS Account/Sales Manager, visit our web site at [www.springermiller.com](http://www.springermiller.com), or call 802.253.7377.

To learn more about **HMA** and their products and services, please visit <https://www.wearehma.com/>.

Note: The SMS Installer will work with the client to the reports below.

**Run at beginning of Implementation**

The report should be run once at the beginning of the implementation.

**Comprehensive Listing (R-R-3-P-C) for Outage Report**

- This report will need to be set up to capture the past data. The start date will be provided by HMA.
- Property ID: provided by HMA

**Outage Report**

- The description of the report should be the **Property ID – Outage Report.**
- An \* indicates this parameter is not applicable to all
- Parameters:
  - Output to (F)ile or (P)rinted report: F
  - Select guest using (G)uest Tile, Guest that have (R)eservations, (N)o Reservations: R
  - Select for (A)rrival, (D)eparture, (B)ooking, or (O)ccupancy dates: D
  - Begin Date of reservation/account to be included: HMA will provide
  - End Date of reservation/account to be included: Today
  - \* Include (O)wners only, (N)on-owners only, or (A)ll Guest: A
  - INCLUDE only guests with (E)mail addresses, (N)o email or (A)ll : A
  - Print (P)rimarily or (A)ll email address: P
  - INCLUDE guests flagged for Incorrect Address (Y)es (N)o: Y
  - INCLUDE guests flagged for Incorrect Email (Y)es (N)o: Y
  - INCLUDE guests flagged for No Mail (Y)es (N)o: Y
  - INCLUDE guests flagged for No Email (Y)es (N)o: Y
  - INCLUDE guests flagged for Do Not Call (Y)es (N)o: Y
  - INCLUDE guests flagged for Do Not Sell Info (Y)es (N)o: Y
  - Enter Regional Codes you want to include.: blank for all
  - Enter International ID (nationality) codes you want to include. : blank for all
  - Enter Country Codes you want to include you want to include. : blank for all
  - Filter for zip code (L)ist zip code (R)ange or (N)one: N
  - SELECT for season (blank for all) : blank for all
  - Enter VIP codes or BLANK for All: blank for all
  - \*Enter property code for report, blank for ALL: blank for all
  - Enter Room Category code, or blank for all: blank for all
  - INCLUDE reservation levels: O
  - Enter MARKET SEGMENT codes or leave blank for all.: select all or blank for all
  - Include BLANK market segments? (Y)es (N)o: Y
  - Include (C)omp only, (N)on-comp only or (A)ll reservations: A

- Include (G)roup only, (N)on-group only or (A)ll reservations / accounts: A
- Include Wholesalers? (Y)es (N)o: Y
- Include Mini-Groups? (Y)es (N)o: Y
- Enter Media type codes you want to include : blank for all
- Enter guest tile Source code, or blank for all: blank for all
- ENTER Corporation code, blank for all: blank for all
- \*INCLUDE only Active (G)uests, (B)lacklisted Guest, or (A)ll Guests?: A
- Sort by (N)ame (Z)ip code (S)ource (A)dded Date: N
- Include phone type in exported file (Y)es (N)o: N
- Format (A)scii comma delimited text file, (F)ixed-width text file or (C)SV: C
- One record per (G)uest or (R)es: R
- Export file to: \HOSTPLUS\EXPORT\HMA\
- Export Parameters

### Run Nightly Prior to End-Of-Day

The reports should be added as a Batch Task to the Automated Night Audit routine to run prior to the end-of-day.

### **Comprehensive Listing (R-R-3-P-C) for Surveys and Marketing Campaigns**

- This report will need to be set up two times to capture future reservations and checked-out reservations for surveys and marketing campaigns.
- Data in the reports includes the following:
  - Guest Name, Email, Address, Res #, Room #, Arrival/Departure, Market Segment, Source, Room Revenue
- Property ID: provided by HMA

### **Surveys**

- The description of the report should be the **Property ID - Surveys Check Out Last 5 Days**.
- An \* indicates this parameter is not applicable to all
- Parameters:
  - Output to (F)ile or (P)rinted report: F
  - Select guest using (G)uest Tile, Guest that have (R)eservations, (N)o Reservations: R
  - Select for (A)rrival, (D)eparture, (B)ooking, or (O)ccupancy dates: D
  - Begin Date of reservation/account to be included: 5 Days before Today
  - End Date of reservation/account to be included: Today
  - \* Include (O)wners only, (N)on-owners only, or (A)ll Guest: A
  - INCLUDE only guests with (E)mail addresses, (N)o email or (A)ll : A
  - Print (P)rimary or (A)ll email address: P
  - INCLUDE guests flagged for Incorrect Address (Y)es (N)o: Y
  - INCLUDE guests flagged for Incorrect Email (Y)es (N)o: Y
  - INCLUDE guests flagged for No Mail (Y)es (N)o: Y
  - INCLUDE guests flagged for No Email (Y)es (N)o: Y
  - INCLUDE guests flagged for Do Not Call (Y)es (N)o: Y

- INCLUDE guests flagged for Do Not Sell Info (Y)es (N)o: Y
- Enter Regional Codes you want to include.: blank for all
- Enter International ID (nationality) codes you want to include. : blank for all
- Enter Country Codes you want to include you want to include. : blank for all
- Filter for zip code (L)ist zip code (R)ange or (N)one: N
- SELECT for season (blank for all) : blank for all
- Enter VIP codes or BLANK for All: blank for all
- \*Enter property code for report, blank for ALL: blank for all
- Enter Room Category code, or blank for all: blank for all
- INCLUDE reservation levels: O
- Enter MARKET SEGMENT codes or leave blank for all.: select all or blank for all
- Include BLANK market segments? (Y)es (N)o: Y
- Include (C)omp only, (N)on-comp only or (A)ll reservations: A
- Include (G)roup only, (N)on-group only or (A)ll reservations / accounts: A
- Include Wholesalers? (Y)es (N)o: Y
- Include Mini-Groups? (Y)es (N)o: Y
- Enter Media type codes you want to include : blank for all
- Enter guest tile Source code, or blank for all: blank for all
- ENTER Corporation code, blank for all: blank for all
- \*INCLUDE only Active (G)uests, (B)lacklisted Guest, or (A)ll Guests?: A
- Sort by (N)ame (Z)ip code (S)ource (A)dded Date: N
- Include phone type in exported file (Y)es (N)o: N
- Format (A)scii comma delimited text file, (F)ixed-width text file or (C)SV: C
- One record per (G)uest or (R)es: R
- Export file to: \HOSTPLUS\EXPORT\HMA\

## Marketing Campaigns

- The description of the report should be the **Property ID – Marketing Future Reservations.**
- An \* indicates this parameter is not applicable to all
- Parameters:
  - Output to (F)ile or (P)rinted report: F
  - Select guest using (G)uest Tile, Guest that have (R)eservations, (N)o Reservations: R
  - Select for (A)rrival, (D)eparture, (B)ooking, or (O)ccupancy dates: A
  - Begin Date of reservation/account to be included: Today
  - End Date of reservation/account to be included: 730 days after Today
  - \*Include (O)wners only, (N)on-owners only, or (A)ll Guest: A
  - INCLUDE only guests with (E)mail addresses, (N)o email or (A)ll : A
  - Print (P)rimarily or (A)ll email address: P
  - INCLUDE guests flagged for Incorrect Address (Y)es (N)o: Y
  - INCLUDE guests flagged for Incorrect Email (Y)es (N)o: Y
  - INCLUDE guests flagged for No Mail (Y)es (N)o: Y

- INCLUDE guests flagged for No Email (Y)es (N)o: Y
- INCLUDE guests flagged for Do Not Call (Y)es (N)o: Y
- INCLUDE guests flagged for Do Not Sell Info (Y)es (N)o: Y
- Enter Regional Codes you want to include.: blank for all
- Enter International ID (nationality) codes you want to include. : blank for all
- Enter Country Codes you want to include you want to include. : blank for all
- Filter for zip code (L)ist zip code (R)ange or (N)one: N
- SELECT for season (blank for all) : blank for all
- \*Enter VIP codes or BLANK for All: blank for all
- Enter property code for report, blank for ALL: blank for all
- Enter Room Category code, or blank for all: blank for all
- INCLUDE reservation levels: NF
- Enter MARKET SEGMENT codes or leave blank for all.: select all or blank for all
- Include BLANK market segments? (Y)es (N)o: Y
- Include (C)omp only, (N)on-comp only or (A)ll reservations: A
- Include (G)roup only, (N)on-group only or (A)ll reservations / accounts: A
- Include Wholesalers? (Y)es (N)o: Y
- Include Mini-Groups? (Y)es (N)o: Y
- Enter Media type codes you want to include : blank for all
- Enter guest tile Source code, or blank for all: blank for all
- ENTER Corporation code, blank for all: blank for all
- \*INCLUDE only Active (G)uests, (B)lacklisted Guest, or (A)ll Guests?: A
- Sort by (N)ame (Z)ip code (S)ource (A)dded Date: N
- Include phone type in exported file (Y)es (N)o: N
- Format (A)scii comma delimited text file, (F)ixed-width text file or (C)SV: C
- One record per (G)uest or (R)es: R
- Export file to: \HOSTPLUS\EXPORT\HMA\