

SMS|HOST® Secure Data Extract with Kalibri Labs

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.

Kalibri Lab's Hummingbird^{PXM} (Plan, Execute, and Measure) product offers the roadmap to guide sales deployment, online media spending, pricing strategy, forecasting, and budgeting.

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:

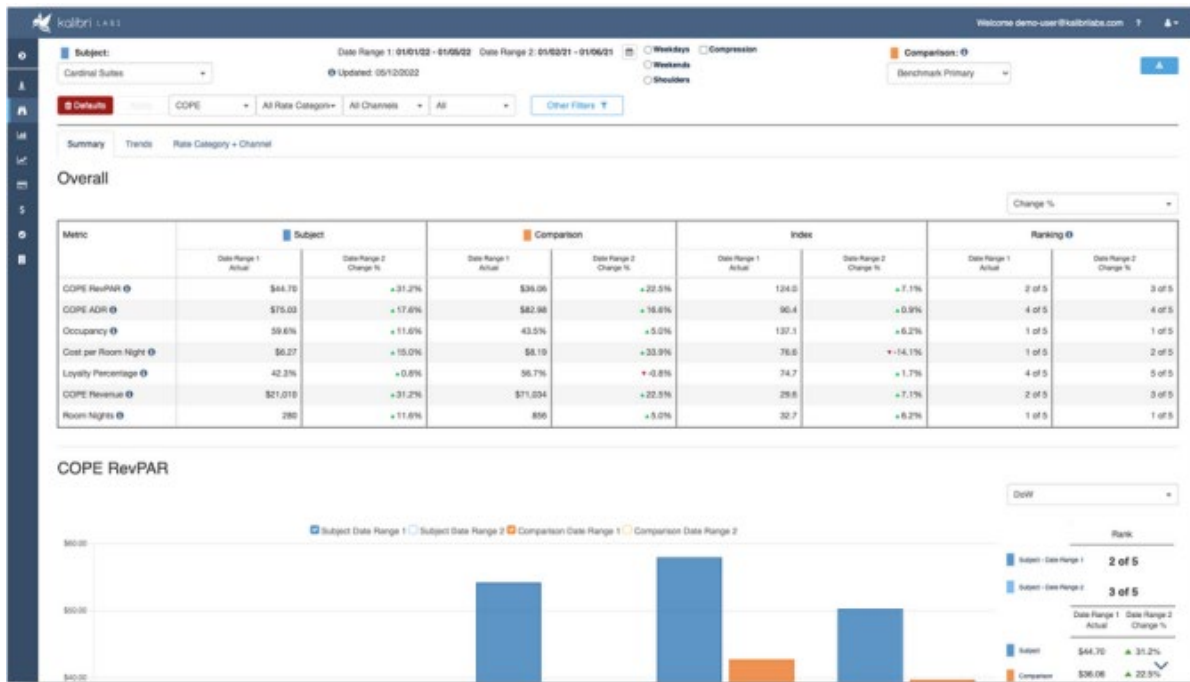
- Current release of the SMS Product Suite
- Multi-interface Processor (see Exhibit A, Rev. 5.0, Section 3, page 8 for details)

Kalibri Labs Features

An SDE Export with Kalibri Labs offers the following features:

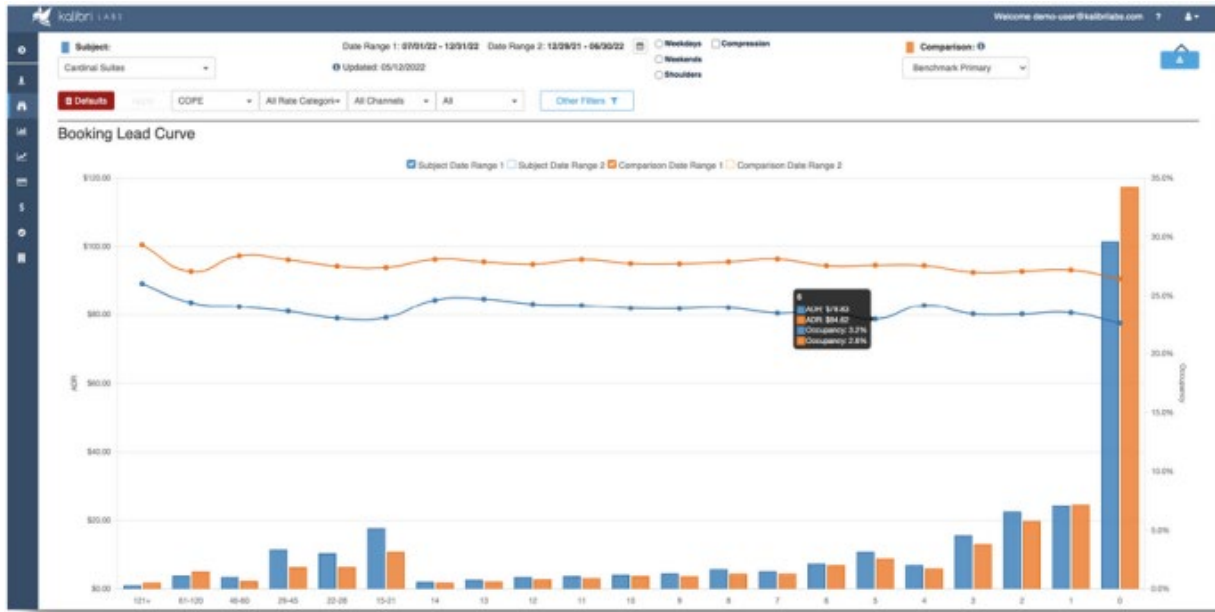
- Kalibri Labs evaluates and predicts revenue performance in the digital marketplace with its patent-pending, next-generation hotel benchmarking platform, Hummingbird^{PXM}, and a suite of powerful reports. Powered by a robust database of historical data and a forward-thinking predictive model, they support both strategic and tactical planning.
- Working with 35,000+ hotels representing more than 100 brands and over 3 million rooms across the country, Kalibri collects transactional reservation data and transforms it through data science to help you better understand your property's performance and find additional revenue opportunities.

Hummingbird Property View - Overall



Property View is a robust source of granular channel, rate category, length-of-stay and booking lead time insights. Additionally, users can access Kalibri Labs' predictive data for future performance and understand booking led curves and trends by day, week, month, day of week, etc. while better understanding revenue performance and profitability.

Hummingbird Property View – Booking Lead Times



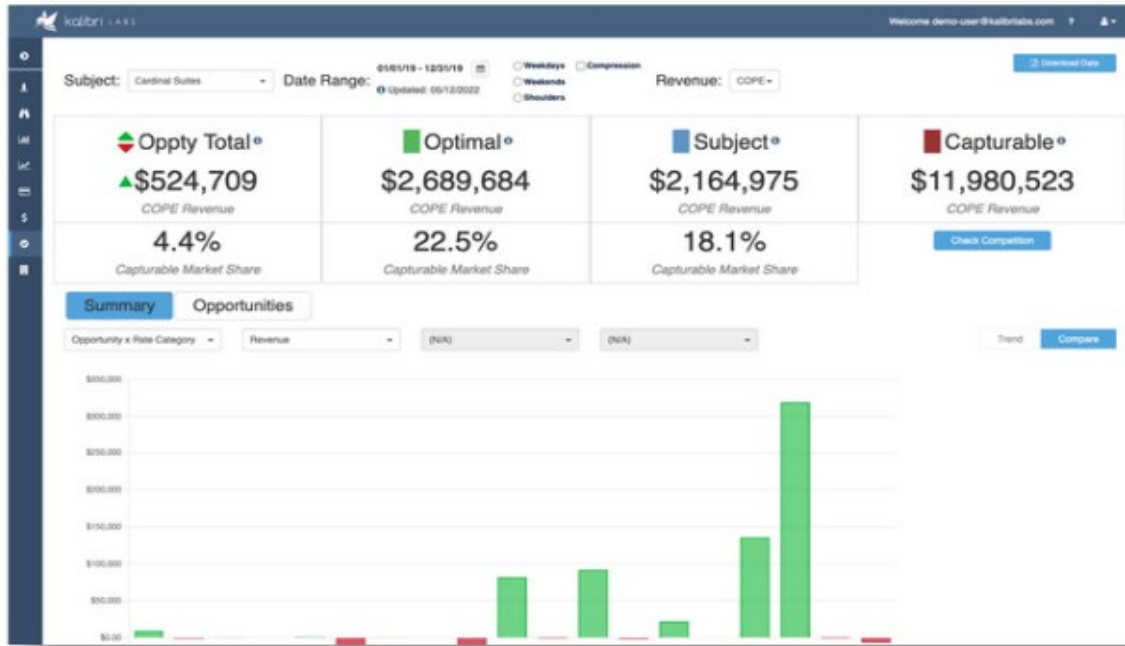
Hummingbird Third Party View

List of Accounts

Account Name	Code	Subject				Comparison				Index			
		Revenue		ADR		Revenue		ADR		Revenue		ADR	
		Date Range 1 Actual	Date Range 2 Change %	Date Range 1 Actual	Date Range 2 Change %	Date Range 1 Actual	Date Range 2 Change %	Date Range 1 Actual	Date Range 2 Change %	Date Range 1 Actual	Date Range 2 Change %	Date Range 1 Actual	Date Range 2 Change %
General Dynamics	GA800005	\$341	+374.1%	\$85.34	+18.5%	\$1,754	==	\$109.65	==	19.5	==	77.8	==
Anamark	GA7200001	-	-	-	-	\$2,650	==	\$101.93	==	-	-	-	-
Hotel Engine	GA7200086	-	-	-	-	\$8,177	+5,884.3%	\$82.60	+20.9%	-	-	-	-
ABC Global Services	GA7200045	-	-	-	-	\$2,549	+1,255.8%	\$98.02	+4.3%	-	-	-	-
Kinger	GA4000016	-	-	-	-	\$5,912	+1,149.2%	\$107.48	+3.6%	-	-	-	-
Ericsson	GA1000022	-	-	-	-	\$1,622	+738.6%	\$86.75	+22.7%	-	-	-	-
Danaher	GA3100100	-	-	-	-	\$6,170	+726.4%	\$82.18	+23.3%	-	-	-	-
Apollo Global Managem...	GA5000001	-	-	-	-	\$1,630	+385.7%	\$90.53	+34.9%	-	-	-	-
Publix	GA4000022	-	-	-	-	\$1,807	+347.6%	\$107.62	+28.0%	-	-	-	-
Allegra Group	GA5000127	\$1,709	==	\$89.95	==	\$3,385	+275.8%	\$96.71	+28.8%	50.5	==	83.0	==

Third Party View features Account Insights and Agency Insights, powerful tools to identify new account and agency opportunities to pursue.

Hummingbird Optimization View



Optimization View, powered by Kalibri Labs' proprietary optimal business mix algorithm, identifies incremental revenue opportunities and offers analytically derived comp sets by rate segment.

Hummingbird Executive View

The screenshot displays the Hummingbird Executive View interface. It shows filters for Subject (Arbor Suites Hotel), Date Range 1 (07/01/21 - 12/31/21), Date Range 2 (01/01/21 - 06/30/21), and Comparison (Primary Benchmarks). The main table compares properties across two date ranges for RevPAR and ADR.

Property	Subject				Comparison				Index			
	RevPAR		ADR		RevPAR		ADR		RevPAR		ADR	
	Date Range 1 Actual	Date Range 2 Actual	Date Range 1 Actual	Date Range 2 Actual	Date Range 1 Actual	Date Range 2 Actual	Date Range 1 Actual	Date Range 2 Actual	Date Range 1 Actual	Date Range 2 Actual	Date Range 1 Actual	Date Range 2 Actual
Peaks Hotel	\$69.99	\$54.37	\$105.32	\$97.72	\$72.01	\$45.98	\$134.46	\$115.31	97.2	118.2	78.3	
Westside Hotel	\$74.80	\$59.88	\$108.23	\$95.92	\$68.81	\$59.29	\$82.46	\$88.95	108.7	101.0	117.1	
Mission Suites	\$112.26	\$61.73	\$149.72	\$108.86	\$109.71	\$67.47	\$186.94	\$145.01	122.3	91.5	80.1	
Arbor Suites Hotel	\$119.71	\$85.88	\$185.72	\$158.91	\$108.51	\$70.23	\$174.92	\$140.81	110.3	122.3	106.2	
Black Inn	\$57.69	\$52.63	\$73.44	\$71.93	\$108.51	\$70.23	\$174.92	\$140.81	53.2	74.9	42.0	
Freeman Suites and Inn - Savannah	\$101.02	\$86.50	\$110.37	\$104.93	\$94.63	\$81.90	\$125.76	\$117.12	106.8	105.6	87.8	
The Midway Hotel	\$120.84	\$63.52	\$168.88	\$128.13	\$131.27	\$82.73	\$196.62	\$144.55	92.0	78.6	85.9	

Executive View offer a 360 degree comprehensive view of all subscribed hotels for multi-and above-property users.

Databases in Product Profile

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

- Active and Historical Reservations and Transactions
- Rates and Packages
- Marketing information
- Room Types, and Units, and Availability
- Corporations, Groups, and Travel Agencies
- General and Group Availability

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 **Kalibri Labs** and their products and services, please visit <https://www.kalibrilabs.com/>.