

SMS|HOST® Secure Data Extract with Key Data Dashboard

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.

With dashboards personalized to fit your business, AI Assistant, and tons of new features, the All-New Key Data delivers unparalleled intelligence directly from our co-op of millions of vacation rental properties and hotels worldwide.

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:

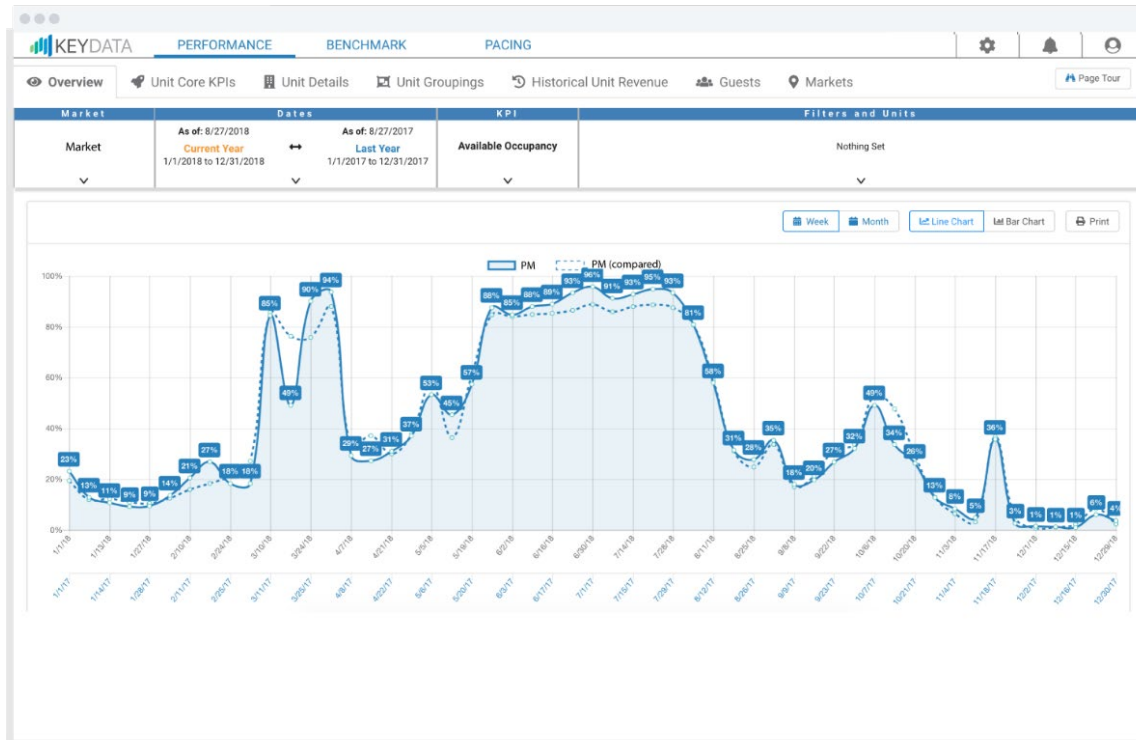
- Current release of the SMS Product Suite
- Multi-interface Processor (see Exhibit A, Rev. 5.0, Section 3, page 8 for details)

Key Data Dashboard Features

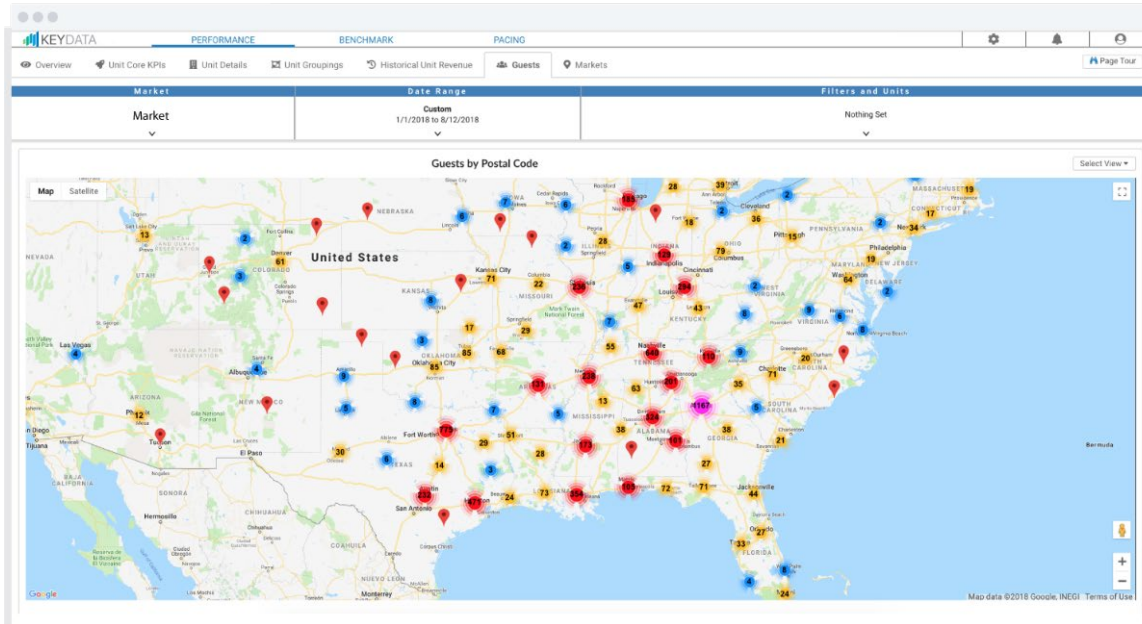
An SDE Export with Key Data Dashboard offers the following features:

- The vacation rental industry's first robust Business Intelligence (BI) dashboard providing in-depth analytics into your company's core metrics - Occupancy, ADR, RevPAR, Available Occupancy & more
- Filterable charts and metrics by bedroom, area, # sleeps and tons of other ways to better understand your performance and problem areas
- Benchmarking charts comparing your metrics to other companies in your market and region
- Unit-by-unit performance analysis for every unit in your portfolio
- Comprehensive property managers and owner reports detailing the performance of each unit
- Pacing charts examining future performance as of today vs. last year's same date performance
- Marketing and booking data to know when to market to which guests
- Geo targeted mapping to see where guests come from, and which markets are growing the fastest
- Snapshot of top performing and bottom performing units
- Historical performance data to visualize and diagnosis trends

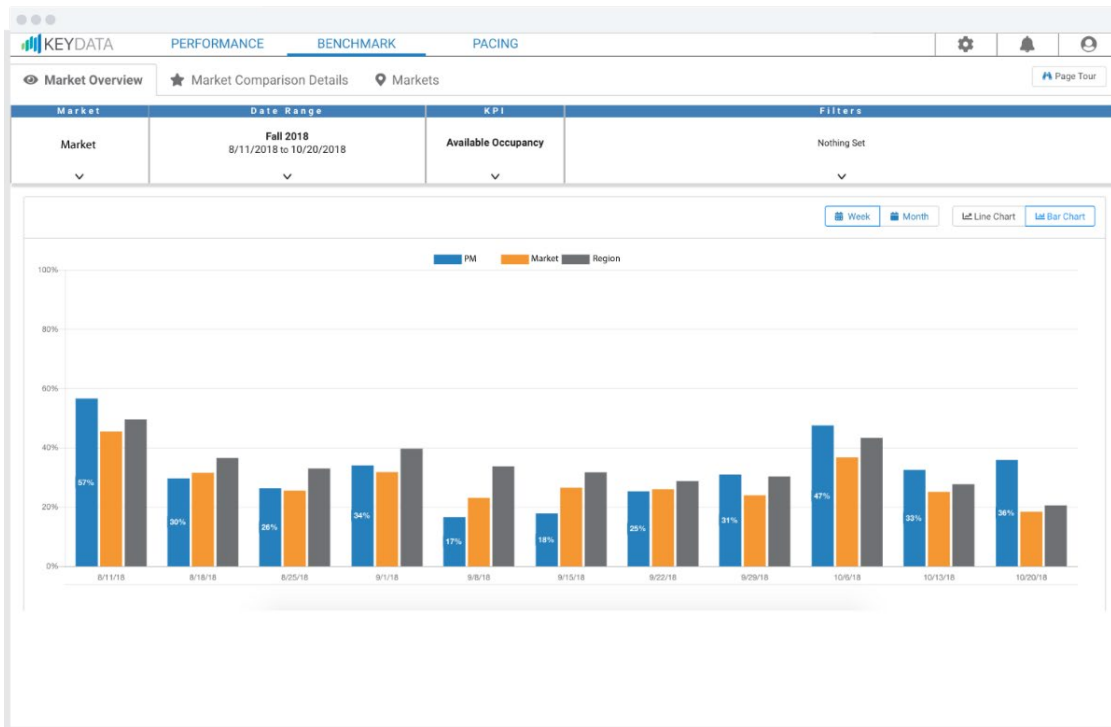
Occupancy



Heat Map



Market Benchmarks



Databases in Product Profile

The following ^{SMS}|Host tables are incorporated in the Product Profile with Key Data Dashboard:

- Guest Information
- Active and Historical Reservations and Transactions
- Groups
- Marketing Sources
- Room Type and Room Details
- 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 **Key Data Dashboard** and their products and services, please visit <https://www.keydatadashboard.com/>, contact sales@KeyDataDashboard.com, or call 850.461.7545.