

## SMS|HOST® Secure Data Extract with LodgIQ

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.

Powered by AI, LodgIQ RM is like having a genius data-crunching assistant that makes revenue management easier by delivering the most profitable pricing decisions for all types of properties. LodgIQ is changing the way hoteliers approach revenue management. The technology employs proven data science and machine learning principles to deliver optimized pricing recommendations in real time. The result: more accurate forecasting, smarter room pricing and measurable ROI.

### 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)

## LodgIQ Features

An SDE Export with LodgIQ offers the following features:

- **Market Demand:** LodgIQ RM analyzes numerous market variables when optimizing forecasts and room rates, including the current supply and demand in the destination, room rates of direct and indirect competitors, historical room rates, flight patterns and local events, among many others.
- **Intellimerge™:** Drag-and-Drop revenue intelligence. LodgIQ RM's interactive, dynamic reporting capabilities allow for quick evaluation of a wide variety of performance metrics, in real time
- **Price Optimization:** Powerful rate optimization at both BAR and Room Level. The optimization incorporates Hotel Performance, Compset, Room Hierarchies and Dynamic ML Algorithms to produce state-of-the-art recommendations.

## Databases in Product Profile

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

- Guest Contact and Profile Details
- Active and Historical Reservations and Transactions
- Group and Corporate Details and Availability
- Room Type and Room Details
- General Availability
- Rates and Packages
- Active and Historical Change Logs
- 3<sup>rd</sup> Party Confirmation Numbers
- 1, 2, and 3-Character Codes
- Travel Agency Listings
- Source of Business

## 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](http://www.springermiller.com), or call 802.253.7377.

To learn more about **LodgIQ** and their products and services, please visit <https://lodgiq.com/> or contact [sales@lodgiq.com](mailto:sales@lodgiq.com).