

## SMS|HOST® Secure Data Extract with Stash Hotel Rewards

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.

The best hotels are independent hotels. At Stash, they are obsessed with the real-deal: Grade-A, free-range, certified-independent hotels. So that's what their loyalty program delivers.

### 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)

## Stash Hotel Rewards Features

An SDE Export with Stash Hotel Rewards offers the following features:

- With the Stash Hotel Rewards loyalty program, independent hotels get the tools to compete against the chains, reduce OTA share and attract new guests.
- Say “welcome back” to your best guests, all while increasing occupancy and driving RevPAR.
- Inspired travelers turn to Stash to find best hotels. Target them, entice them and win their hearts.
- Join a community of fiercely independent hoteliers. Collaborate, commiserate, share, and dominate.

## Databases in Product Profile

The following <sup>SMS</sup>|Host tables are incorporated in the Product Profile with Stash Hotel Rewards:

- Active Reservations and Transaction Details
- Rates and Packages
- Guests and Contact Details
- Marketing Information
- Room Types and Units

## 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 **Stash Hotel Rewards** and their products and services, please visit <https://www.stashrewards.com/>.