# CustomerSWOT.com - How does it work?
**A simplified technical overview of steps from source to cloud**

Invoice /Customer /Product Database

**1**

**2**

Salesmatrix Dataset creation

1.   Salesmatrix Middleware script utility tidies up source data (optional)
2.   Salesmatrix script extracts data and creates a base dataset
3.   The standard SWOT intelligence engine processes the dataset
     and creates SWOT text
4.   Customized SWOT routines add to the customer information extracted
     (e,g. Customer is over credit limit, Product range A is x% of Customer Total etc)
5.   Salesmatrix Middleware sends data to Cloud Server
6.   SWOT Web server controls access and serves out sales
     intelligence to Sales Reps

SWOT Intelligent Analysis engine **3**

Customized Analysis Routines **4**

**5**

**6**

Salesmatrix SWOT Web Server "CustomerSWOT.com"

Salesmatrix SWOT Use Cases:
Busy SalesReps in a "many customer/many product" environment