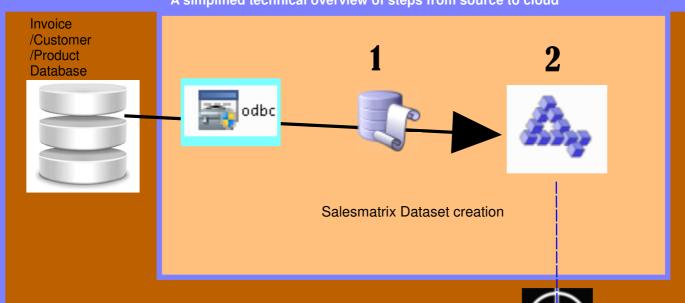
CustomerSWOT.com - How does it work?

A simplified technical overview of steps from source to cloud



- 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

1



5



Salesmatrix SWOT Use Cases:

Busy SalesReps in a "many customer/many product"

environment





