Databased Server

Data Access Objects For Computed Data

Business Logic Algorithms

Get Already Computed Data

Database

Data Access Objects For Raw Data

Server Communicator

POST Raw Data

Salesforce Raw Data Pusher

An automated trigger will signal the raw data to be packaged and shipped over to our server.

Each of our Salesforce using customers will have a package like this that runs in the background of their org server

Data POST timed trigger

POST data to Databased App

Salesforce Data For the organization

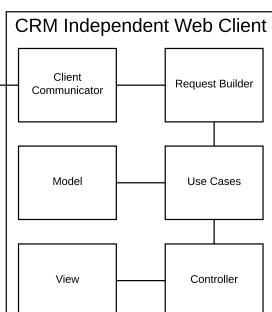**SalesForce Data Access Objects**

Internet

As a data analytics product, our app wouldn't be much use to anyone without data to analyze. Most of our target market uses some sort of Customer Relations Management (CRM) Software. Of those, almost all use Salesforce.

These CRMs are used to help sales representatives keep track of their leads and opportunities. In the process, a lot of useful information passively accumulated. This is the data that we analyze.

Rather than building a new CRM and trying to get our customers to come to us, we have designed this architecture to work with them and whichever CRM they use. For now though, we are just targeting Salesforce.

CRM Independent Web Client

Client Communicator

Request Builder

Model

Use Cases

View

Controller

This is the only part of the application that is customer facing. The app is structured such that it can be scaled to accomodate many additional Client types (mobile etc.) and integrate with other CRM sytems.

We chose a web client because that allows for greatest flexibility across user devices. We can accomodate mobile and desktop users and gauge the demand for where to develop further.