



upSWOT technology serves dozens of Banks and Financial Institutions helping them to build loyalty and grow engagement among their SME clients with the help of 160+ API-enabled apps used by small and medium businesses every day.

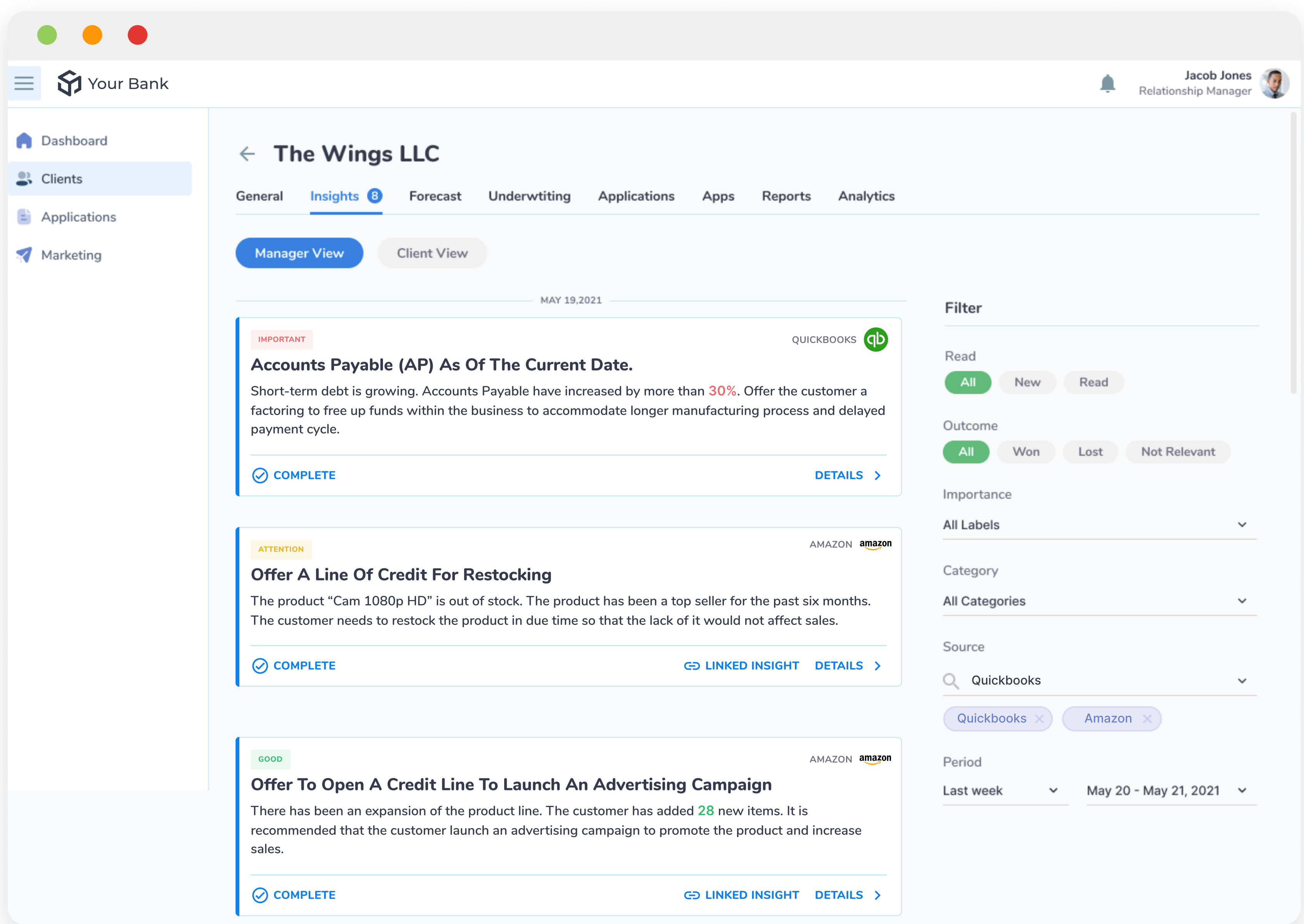
Key benefits

For financial institutions:

- FI managers get data through upSWOT API and can implement a wide range of use cases (such as loan onboarding, actionable insights, various types of the dashboards)
- Relationship managers become more supportive, build loyalty and grow engagement among their SME clients by using analyzed data, initiating automated campaigns and notifying about new opportunities and risks
- FIs get interactive dashboard with structured and vizualized data, actionable insights, real-time notifications. It helps FI increase cross-sell and up-sell opportunities by offering customers relevant solutions that will shape the future of their business.

For end customers:

- 160+ business applications of different categories (Accountancy, Finance, CRM, ERP, Analytics, Ecommerce, Marketing, etc.). upSWOT cleans, structures and normalizes the data shared
- Customers can connect their business apps to simplify access to funding or get the data visualized
- Actionable insights can empower any interface of the bank through APIs so that the Bank just need to build own UX/UI experience



upSWOT provides API-enabled pipes to 160+ apps small and medium businesses regularly use to help banks with actionable insights, accurate cash flow forecasts, and automatic real-time notifications available both to bankers and their business clients. The shared data is cleaned, structured and normalized by upSWOT.

With the help of upSWOT, Banks and FIs can implement a comprehensive range of use cases such as credit score builder, actionable insights, accurate cash flow forecasts, and automated real-time notifications available both to bankers and their business clients.



Schedule demo: dn@upswot.com