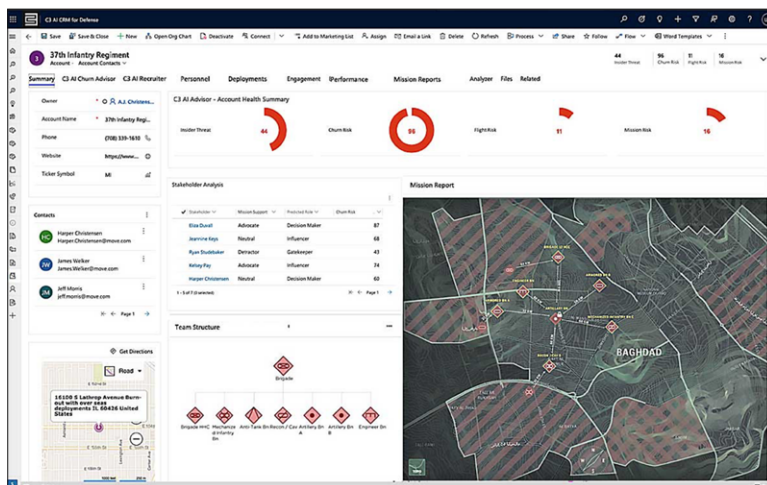# C3 AI CRM | Defense

AI-First CRM for the Defense Industry

C3 AI® CRM for Defense is an AI-first CRM that is purpose-built for professionals at military organizations and defense contractors, providing industry-specific capabilities for vendors, personnel logistics, mission readiness, case management, and contractor sales. C3 AI CRM includes the comprehensive and leading sales, marketing, and customer experience capabilities of Microsoft Dynamics 365 and Adobe Experience Cloud.

Using C3 AI CRM, military and defense professionals can improve transparency across silos, boost employee productivity, and increase organizational efficiency across procurement, personnel management, logistics, operations, and mission readiness.

C3 AI CRM integrates relationship graphs, supplier and vendor data, security clearance history, asset and sensor telemetry data, historical incidences and events, 3rd-party data, and other external data into a robust, secure, and extensible unified defense industry object model.

C3 AI CRM provides advanced machine learning algorithms and configurable AI-first workflows to streamline and enhance effectiveness of customer-facing and mission operations.

Figure 1. *C3 AI CRM for Defense operationalizes defense activities and workflows and brings contacts, teams, missions, and broad intelligence together to improve transparency and provide intelligent recommendations for users.*

AI-Driven Use Cases

Product & Demand Forecasting – Use AI to accurately and dynamically predict demand for products and services, and improve supply and capacity planning

Manpower Optimization – Predict service member churn, re-enlistment, or enrollment to proactively organize recruiting resources, downstream training, incentive programs, and funding allocations

Clearance Adjudication – Streamline security clearance adjudication by programmatically using AI models on unified individual data and activities to assess security risk

Insider Threat Detection – Unify all military and related civilian personnel and activity data, and apply AI to flag anomalous and potentially risky behaviors or relationships

Testing & Certification Process Management – Use workflows to strictly manage all testing and certification processes to ensure full compliance with internal and external standards. Use AI to flag anomalous activities (e.g., unusually short testing time) in order to avoid future risks

Post-Discharge Personnel Management – Monitor adequate care and support for ex-military personnel and identify individuals that need early intervention or additional support

Incident Management – Unify all first responder activity and incident reports to arm Incident Commanders with relevant, real-time data to aid in intelligent decision making and resource management

Applicant Screening – Streamline applicant screening by programmatically using AI models on unified individual data and activities to assess likelihood to join, security risk, and future potential
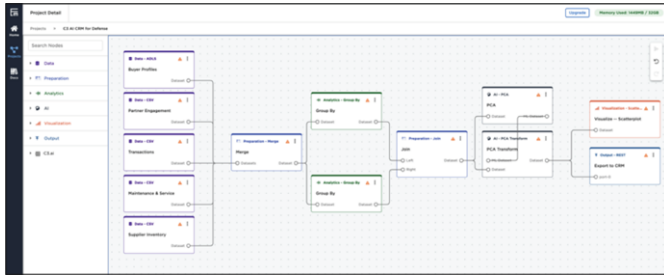
Figure 2. *C3 AI CRM for Defense provides pre-built AI templates for military and defense use cases that can be rapidly configured and extended in no code tools.*

Unify All Enterprise and Extraprise Data to Enable a 360° Customer View

Traditional CRM Data Sources

- Buyer Contact / Account Profiles
- Supplier Contact / Account Profiles
- Customer Service Records / Call Center
- Supplier Inventory & Production
- Transactions Assets / Intelligence Resources

AI-CRM Data Sources

- Partner Engagement History
- Records, Prices, & Transaction History
- Manufacturing & Product Development
- Historical Incidences / Events
- Product & Services Pricing / Quotes
- Maintenance / Service Logs

- RFQ / RFI Criteria & Responses
- Asset / Sensor Telemetry Data
- Regulatory News & Trends
- Relationship Graphs
- Employee Engagement
- Security Clearance History & Status

Streamline Operations, Improve Productivity, and Grow Revenues

Win more contracts and maximize customer lifetime value – Accelerate growth with more data and intelligence on customer activities and markets while leveraging AI-driven insights to prioritize, qualify, and target leads and generate data-driven, targeted offerings

Improve supplier and vendor visibility – Leverage integrated data to improve transparency and monitor suppliers and vendors, increasing company efficiency across logistics, operations, and customer-facing workflows

Better engage personnel – Improve employee productivity, and keep employees engaged and satisfied through smarter time allocation, AI-based training modules, and personalized coaching

Streamline sales and customer processes – Reduce overhead through less time spent tracking and planning, and benefit from smarter identification of the next best action, when the action should be taken, and how it should be executed

Improve personnel planning – Increase company efficiency and personnel productivity by leveraging AI to proactively organize scheduling, utilization, recruiting, incentive programs, and funding allocations

Optimize services and pricing – Uncover the most important factors that drive usage of products and services to enable smarter, more efficient price setting that caters to customer needs while also maximizing company profitability

Proven Results in 8-16 Weeks | Visit c3.ai/get-started