

# C3 AI CRM Intelligence

## AI-First CRM for the Intelligence Industry

C3 AI® CRM for Intelligence is an AI-first CRM that is purpose-built for professionals at intelligence agencies, providing industry-specific capabilities for investigations, threat detection, homeland security, vendor management, and clearances. 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, intelligence professionals can improve supplier and vendor visibility and relationships, personnel engagement and onboarding, risk management, and intelligence gathering capabilities.

C3 AI CRM integrates relationship graphs, historical threats and incidences, national security events, security clearance history and status, supplier and vendor data, employee engagement, social media, news, 3rd-party data, and other external data into a robust, secure, and extensible unified intelligence industry object model.

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

## AI-Driven Use Cases

**Investigation Management** – Perform streamlined investigations with all available data across all systems, including other agencies, and use AI to pre-identify anomalous activities in order to better prioritize where time is spent

**Insider Threat Detection** – Unify all employee activity data and apply AI to flag anomalous and potentially risky behaviors to initiate diligence procedures for insider threats

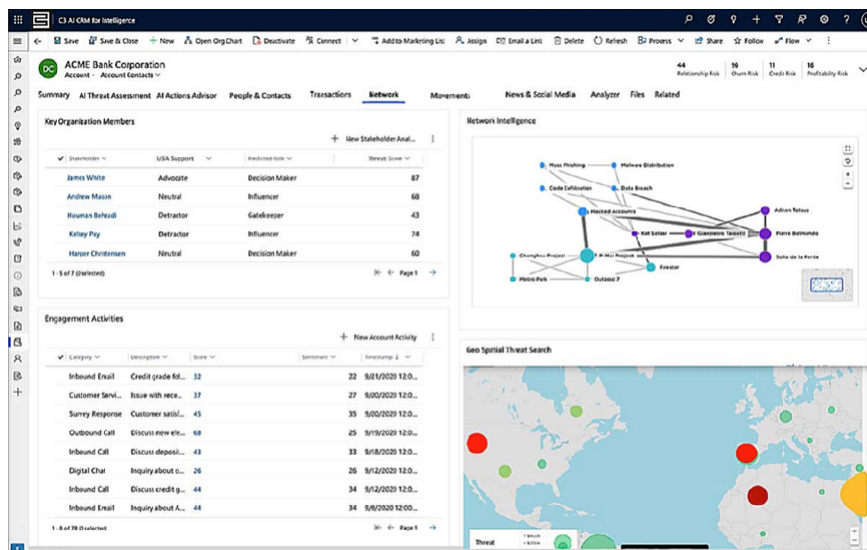
**Employee Recruiting & Training** – Proactively target new recruiting leads from the general population based on AI-models that predict likelihood to enroll and, match them up with the right role and training program

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

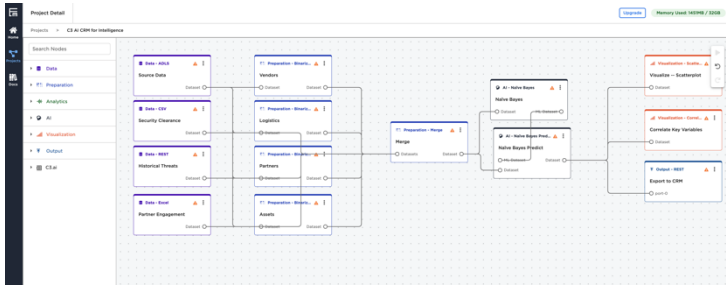
**Vendor Management** – Manage performance of all vendors providing products and services, and proactively flag service issues, delays, deteriorating relationships, and engage vendors to remediate so that critical operations remain uninterrupted

**Homeland Security** – Track and monitor all known threats, use AI to predict events based on activities, and uncover new individual cells using relationship graph analysis

**Public Request Management** – Manage public requests pursuant to the Freedom of Information Act and streamline responses by intelligent grouping of similar records and AI-driven redaction



**Figure 1.** C3 AI CRM for Intelligence improves productivity and streamlines intelligence operations with AI-driven relationship graphs, intelligent identification of risks, exposures, and threats, and prioritized user recommendations.



**Figure 2.** C3 AI CRM for Intelligence provides pre-built AI templates for intelligence agency use cases that can be rapidly configured and extended in no code tools.

## AI-Driven Use Cases (cont.)

**Relationship Intelligence** – Model all relationships across employees, citizens, and persons of interest and identify connections that could pose as risks or opportunities

# Unify All Enterprise and Extraprise Data to Enable a 360° View of Intelligence

### Traditional CRM Data Sources

- Vendors
- Logistics
- Partners
- Assets / Intelligence Resources

### AI-CRM Data Sources

- Historical Threats & Incidences
- Other Departmental Information
- Security Clearance History & Status
- Historical FOIA & Other Requests
- Product & Service Pricing
- Partner Engagement History
- Regulatory News & Trends
- Relationship Graphs
- Employee Engagement
- Social Media
- News

## Improve Productivity, Streamline Processes, and Deepen Relationships

**Improve supplier and vendor visibility** – Leverage integrated data to improve transparency and monitor suppliers and vendors, increasing company efficiency across processes, 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 clearance and onboarding operations** – Ramp employees to full productivity faster with fully configurable AI-workflows that automate and accelerate onboarding and clearance processes

**Manage risk across siloed operations** – Manage and minimize risk by integrating all available data sources to build a complete view of intelligence operations and resource availability while improving intelligence gathering and organizational efficiency

**Improve case and request resolution speed** – Accelerate both the rate and time of case and request resolutions through fully configurable AI-first workflows and more relevant data tied to each case and request

**Improve intelligence gathering capabilities** – Leverage AI-driven scoring and eligibility evaluation to automate intelligence gathering, and tie collected information to relevant CRM accounts and processes

**Decrease national security events** – Monitor more data and information across silos to provide a more comprehensive view of national security, and leverage AI-driven predictions to get in front of national security events before they happen

Proven Results in 8-16 Weeks

Visit [c3.ai/get-started](https://c3.ai/get-started)