



C3 AI Launches OEM Program

August 12, 2025

Fractal, SMX, and Groundswell join as inaugural partners

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Aug. 12, 2025-- C3 AI (NYSE: AI), the leading Enterprise AI application software company, today launched the C3 AI Strategic Integrator Program. For the first time, partners can license the tried, tested, and proven C3 Agentic AI Platform to build complex Enterprise AI applications 10 to 100 times faster than traditional methods and then license those applications to their customers.

Partners retain all intellectual property rights to product extensions, application capabilities, machine learning models, and other customizations they independently develop on top of C3 AI applications or with the C3 Agentic AI Platform.

The program also features access to partner resources including the C3 AI developer community, C3 AI Academy training, agentic coding assistance, expert support, and go-to-market collaboration.

"As we expand in 2025, C3 AI is licensing its most valuable asset — the C3 Agentic AI Platform — to trusted partners through the OEM program," said Thomas M. Siebel, Chairman and CEO, C3 AI. "Participating in this program will be a force multiplier for organizations looking to lead AI-driven digital transformation of their industries. We are enabling these partners to design, develop, and bring to market derivative works in the form of Enterprise AI applications, expanding the C3 AI ecosystem and footprint. This represents a significant growth opportunity for C3 AI."

The initial cohort of partners includes Fractal, SMX, and Groundswell.

"Fractal and C3 AI aim to drive AI-powered transformation for enterprises across the globe," said Pranay Agrawal, Co-founder & CEO, Fractal. "The C3 Agentic AI Platform gives us a foundation to extend, enhance, and scale our portfolio of tailored AI solutions for the CPG industry, helping our clients accelerate time-to-value and achieve impactful AI-driven transformations in their industry with AI."

SMX, a leader in mission-focused digital transformation for government and highly regulated industries, will leverage the C3 Agentic AI Platform to build and deploy tailored AI applications that meet the highest federal security standards, including FedRAMP High and DoD Impact Levels 4, 5, and 6.

"Our clients operate in environments where the stakes are highest and security is non-negotiable," said Peter LaMontagne, CEO, SMX. "This partnership is about bridging the gap between cutting-edge AI technology and the stringent compliance realities of the public sector and regulated industries. By integrating C3 AI's world-class platform with our Elevate Managed Services, we are not just providing technology; we are delivering assured mission outcomes, empowering our clients to make faster, more intelligent decisions with confidence."

"Groundswell is committed to delivering mission-focused innovation for our federal clients, and our partnership with C3 AI significantly advances that mission," said George Batsakis, Chief Executive Officer, Groundswell. "By building applications on the C3 Agentic AI Platform, we are accelerating AI adoption across government — delivering modern, data-driven capabilities that improve workforce efficiency, strengthen supply chain resilience, and enhance decision-making. This collaboration enables us to meet the highest security standards while helping agencies achieve mission outcomes with confidence."

To join the C3 AI Strategic Integrator Program, visit c3.ai/SIP.

About C3.ai, Inc.

C3 AI is the Enterprise AI application software company. C3 AI delivers a family of fully integrated products including the C3 Agentic AI Platform, an end-to-end platform for developing, deploying, and operating enterprise AI applications, C3 AI applications, a portfolio of industry-specific SaaS enterprise AI applications that enable the digital transformation of organizations globally, and C3 Generative AI, a suite of domain-specific generative AI offerings for the enterprise.

View source version on [businesswire.com](https://www.businesswire.com/news/home/20250812841769/en/): <https://www.businesswire.com/news/home/20250812841769/en/>

C3 AI Public Relations

Edelman
Lisa Kennedy
415-914-8336
pr@c3.ai

Investor Relations

IR@C3.ai

Source: C3.ai