



The Modern Intelligence Paradigm

AI 360: AI-Powered Customer Intelligence Platform

 Datasheet

AI 360

Unified Data. AI Insights. Real-Time Action.

AI 360 by Fun AI Global empowers enterprises and growing businesses with a unified, AI-driven platform to understand customers, predict behavior, and activate insights across every touchpoint.

The Challenge

The Data Fragmentation Problem

Modern businesses struggle with disconnected systems and incomplete customer visibility:

- Customer data spread across multiple platforms
- Lack of a single source of truth
- Delayed reporting and reactive decisions
- Limited personalization capabilities
- Inefficient campaign targeting and low ROI

Result:

Organizations operate with incomplete intelligence, leading to missed opportunities and poor customer experiences.

AI 360 delivers a complete ecosystem to unify, analyze, and activate customer data.

What AI 360 Enables:

- 360° unified customer view
- Real-time data integration across systems
- AI-driven predictive insights
- Conversational intelligence powered by LLMs
- Seamless campaign activation
- Continuous optimization of customer journeys



THE AI 360 SOLUTION

Unified AI-Powered Intelligence Platform

From fragmented data



To intelligent, real-time

USE CASES



Marketing Optimization

Identify high-performing campaigns and optimize targeting using AI-driven segmentation.



Customer Retention & Churn Prevention

Predict churn early and take proactive action to retain valuable customers



Sales Intelligence

Identify high-value customers and cross-sell/up-sell opportunities in real time.



Personalization Intelligence

Deliver tailored experiences using real-time recommendations



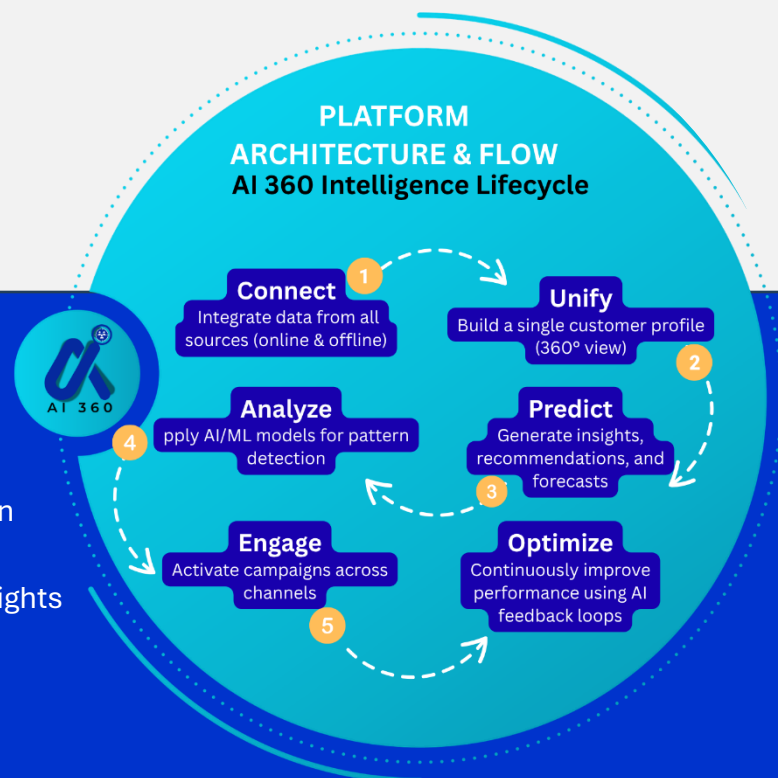
Unified Business Intelligence

Empower leadership with real-time dashboards and AI-driven insights.

BUSINESS IMPACT

Driving Measurable Outcomes

- Increased Revenue Through Personalization
- Improved Marketing ROI
- Faster Decision-Making with Real-Time Insights
- Enhanced Customer Experience
- Stronger Data Governance & Compliance



KEY FEATURES

Enterprise-Grade Capabilities

- LLM Integration Across All Layers
- Unified Customer Data Platform (CDP)
- Real-Time Data Processing
- Predictive Analytics & AI Models
- Conversational AI Interface
- Automated Workflow Orchestration
- Omnichannel Campaign Management
- Secure Cleanroom Data Environment
- On-Premise + Cloud Deployment Options
- Advanced Data Privacy & Compliance

WHAT MAKES AI 360 UNIQUE?

LLM Integration at All Levels

Deep integration of Large Language Models for conversational intelligence and automation.

End-to-End AI Capabilities

From data ingestion → insight → activation in one platform.

Global DNA CORE (Cleanroom CDP)

Secure, privacy-first offline + online data integration.

Real-Time Recommendations Engine

Immediate insights and actions for enhanced customer journeys.

Omnichannel Activation

Seamless execution of campaigns across multiple platforms.

On-Premise + Secure Architecture

Ensures maximum data protection and compliance.