

Transforming Firearms Manufacturer Sales Enablement and Law Enforcement Training Support with AirgapAI and Intel Core Ultra AI PCs



Executive Summary

Challenge: A premium firearms manufacturer serving 1,300+ law enforcement agencies nationwide, faced critical challenges in scaling their training and customer support operations. Sales representatives, armorer course instructors, and government account managers spent excessive time searching through technical documentation, training materials, and product specifications to answer customer questions—while law enforcement customers expressed serious concerns about using cloud-based AI tools exposing sensitive information that could be accessed without legal consent.

Solution: Intel and Iternal Technologies deployed AirgapAI powered by Intel Core Ultra AI PCs with OpenVINO optimization, enabling The Firearms Manufacturer to create

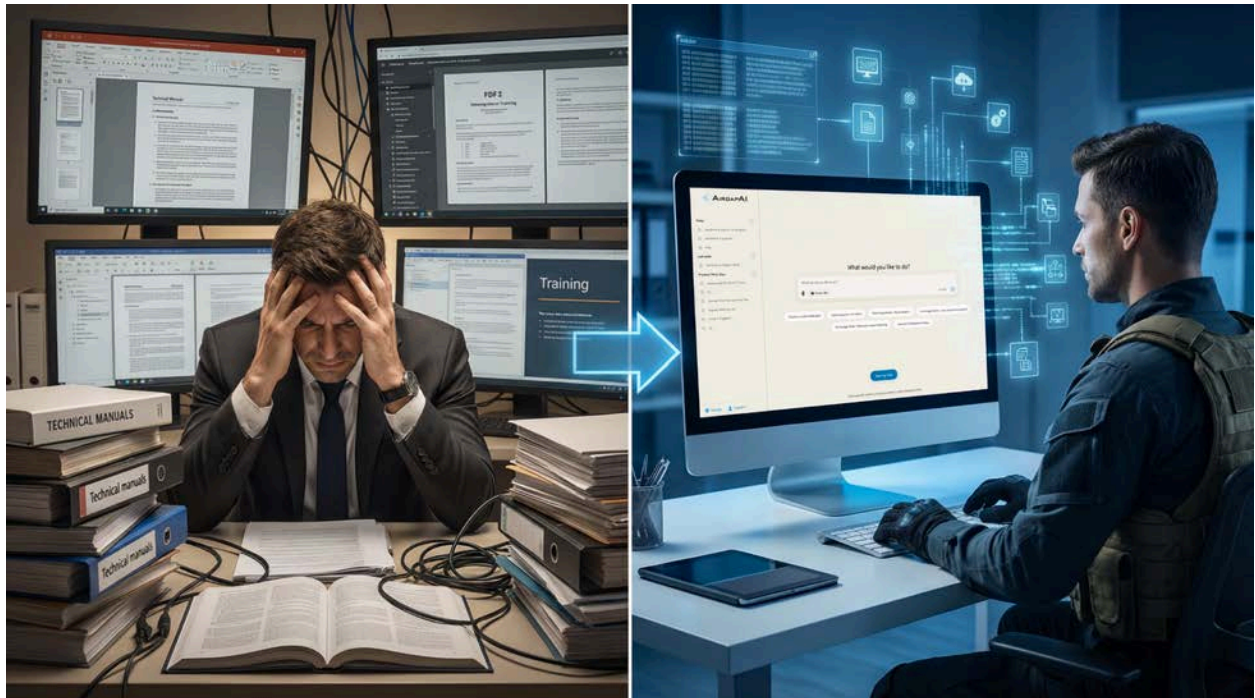
white-labeled AI assistants for law enforcement agency customers and internal teams. The solution delivers instant access to technical manuals, armorer course materials, transition training content, and product specifications—all while operating 100% offline, ensuring no data is sent to third-party cloud providers.

Results:

- 78x improvement in AI accuracy versus traditional RAG pipelines through Blockify optimization
- 4,261 knowledge blocks extracted from technical PDFs, training materials, and product documentation
- 100% offline operation protecting law enforcement customers from chain of custody concerns
- Scalable white-label solution enabling The Firearms Manufacturer-branded AI assistants across 1,300+ agency customers
- New revenue channel through AI-enhanced training course add-ons

Technology Stack: Intel Core Ultra 7 with NPU + OpenVINO | Blockify + AirgapAI

The Strategic Imperative: AI-Powered Sales and Training Excellence for Law Enforcement





AI is rapidly becoming a strategic asset for firearms manufacturers serving the law enforcement community. To maintain competitive advantage and support the complex needs of 1,300+ agency customers, sales representatives and training teams must access the right information at the right time—while being absolutely certain every technical specification, maintenance procedure, and training protocol is factually correct and immediately accessible.

For The Firearms Manufacturer, a premium firearms manufacturer known for supplying elite law enforcement agencies including major metropolitan police departments, the challenge is acute. Their government sales team manages relationships across patrol, SWAT, and specialized units while their training division delivers armorer courses, transition training, and ongoing education. Every customer interaction must reflect accurate product specifications, current maintenance procedures, and proper operational protocols.

Together, Intel and Iternal Technologies have partnered to provide a unique solution supporting The Firearms Manufacturer's mission to deliver world-class products and training to law enforcement professionals—via AirgapAI, transforming sales enablement and training delivery while addressing the critical security concerns that law enforcement customers demand.

The Hidden Challenge: Supporting 1,300+ Law Enforcement Agencies at Scale

The Complexity of Firearms Manufacturer Customer Support

Law enforcement agencies purchasing premium firearms require extensive ongoing support: technical specifications for procurement decisions, armorer training for maintenance teams, transition courses for officers switching platforms, and immediate answers to operational questions. The volume and variety of these requests creates significant challenges for manufacturers trying to scale their customer support operations.

Support Activity	User Need	Manual Process	Time Impact
Technical Specifications	Part numbers, compatibility, specifications	Searching PDFs, manuals, product databases	15-30 min per inquiry
Armorer Support	Maintenance procedures, troubleshooting	Referencing course materials, technical docs	20-45 min per issue
Transition Training	Course content, curriculum questions	Navigating training libraries, materials	10-25 min per question
Sales Enablement	Product comparisons, agency-specific info	Assembling custom presentations, proposals	30-60 min per prospect

Compliance Documentation	Regulatory requirements, certifications	Cross-referencing legal docs, standards	20-40 min per request
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The pain points compound when multiplied across 1,300+ agencies: repeated searches through the same documentation, inconsistent answers from different team members, delayed responses that frustrate customers, and the constant challenge of keeping pace with product updates and new training materials.

The Critical Security Concern: Why Law Enforcement Can't Use Cloud AI



Beyond operational efficiency, The Firearms Manufacturer's law enforcement customers face a fundamental barrier to AI adoption: chain of custody risk.

When a law enforcement officer uses cloud-based AI tools, every query becomes part of the cloud provider's data—data that can be accessed without legal consent in legal proceedings. As discovered during customer discussions:

"Everything that you put in there could be accessed without legal consent. The thing that's happening right now that's a big problem is when you send that data to Cloud AIs, And they're not going to be doing what's most favorable to your law enforcement agency. They're going to do what's best for their company, and the easiest thing to do is mitigate the risk and give them whatever they're asking for, unless you have legal protections in place - which doesn't really happen using the free versions."

This creates a chilling effect on AI adoption across law enforcement. Officers who might benefit from AI assistance on procedural questions, training refreshers, or equipment specifications simply avoid using AI tools entirely—creating a competitive disadvantage compared to other industries rapidly adopting AI capabilities.

The guidance for public sector customers: Treat AI conversations the same way you treat email—with the critical distinction that AirgapAI conversations remain entirely under agency control where state laws govern, never leaving the local device.

The Solution: AirgapAI on Intel Core Ultra AI PCs



Blockify Data Optimization

Blockify is Iternal's patented data ingestion and optimization system that improves AI accuracy by up to 78x (7,800%). Through a three-pronged approach of ingestion, distillation, and taxonomy creation, Blockify transforms The Firearms Manufacturer's

extensive technical documentation into a single source of truth—distilled to just 2.5% of original size while virtually eliminating AI hallucinations.

For The Firearms Manufacturer, Blockify processed:

- **4,261 knowledge blocks** extracted from technical documentation
- Product specifications and part number databases
- Armorer course curriculum and maintenance procedures
- Transition training materials (1911 transition course, etc.)
- Sales presentation content and competitive positioning
- The Firearms Manufacturer Care program documentation

Without an effective approach to content lifecycle, the organization risks relying on an AI that will never be fully accurate. It's a case of garbage in, garbage out—and if you can't trust your AI to continually be correct, you can't trust it at all because the mistakes are unpredictable.

AirgapAI Edge Inference with Intel Core Ultra + OpenVINO

AirgapAI is a powerful, network-independent AI solution designed to run 100% locally on Intel Core Ultra-equipped AI PCs. By operating completely offline, AirgapAI upholds the stringent data-protection standards that law enforcement agencies demand—no external connection is required, minimizing potential vulnerabilities and ensuring sensitive operational information remains strictly private.

For law enforcement customers, this means:

- Queries about tactics, operations, or procedures stay on-device
- No data can be accessed by a 3rd party without legal consent
- Agency IT maintains complete control over the AI environment
- Same legal protections apply as internal email communications

Benchmark Results

Intel Core Ultra 7 (AI PC) Performance

Leveraging Intel Core Ultra 7 with OpenVINO optimization, AirgapAI processing achieves up to 4.9x faster inference speed and up to 112x faster first-token latency compared to generic implementations.

Processing Performance:

- **Technical Documentation Processed:** ~300,000 words across manuals, training materials, specifications
- **Total Optimized Blocks:** 4,261 knowledge chunks
- **Processing Rate:** 2 words/second (AI PC baseline)
- **Monthly Capacity:** 4,860 pages per AI PC deployment
- **OpenVINO Optimized:** Up to 34.27 tokens/second with GPU acceleration

Accuracy Improvements: Beyond speed, Blockify's approach increased the precision of vector searches and RAG models, virtually eliminating hallucinations and improving LLM accuracy by approximately 78x (7,800 percent) compared with a traditional RAG pipeline.

Real-World Example

During the initial deployment demonstration, the system was asked: *"What is the part number for a HDP 4.4 disconnect?"*

The AI instantly returned the correct specification from the Blockify-optimized knowledge base—a query that would have previously required searching through multiple PDF manuals and technical documents. When asked *"Who is the curriculum writer for the The Firearms Manufacturer 1911 transition course?"* the system correctly identified the author, demonstrating the depth of organizational knowledge captured in the system.

Business Use Cases: Sales Enablement, Training, and Customer Support



1. White-Label AI Training Assistant for Law Enforcement Agencies

The Opportunity: Create The Firearms Manufacturer-branded AI assistants that agencies install on their laptops, providing instant access to training materials, product specifications, and operational guidance—while generating recurring revenue through training course add-ons.

Value Proposition:

- Officers get instant refresh on training course content post-completion
- Agencies receive a secure AI chat assistant for any internal operations
- The Firearms Manufacturer maintains mindshare and brand presence on agency devices
- New revenue channel: ~\$100 per seat add-on to training courses

2. Armorer Course Support and Technical Q&A

The Challenge: Armorer courses provide intensive hands-on training, but knowledge retention fades after officers return to their departments. Follow-up questions require phone calls, emails, and searching through physical manuals.

The Solution: AirgapAI serves as a 24/7 armorer support assistant, providing instant answers to maintenance procedures, troubleshooting steps, and part specifications—all from the same curriculum materials used in the original training.

Key Capabilities:

- Maintenance procedure lookup
- Part number and specification queries
- Troubleshooting guidance for common issues
- Training content refresher on demand

3. Transition Training Reinforcement

The Challenge: Officers transitioning from other platforms to The Firearms Manufacturer firearms undergo intensive training, but operational tempo often prevents consistent practice and review.

The Solution: Post-training AI assistant that reinforces transition course content, answers follow-up questions, and provides guidance on platform-specific techniques—ensuring training investment delivers lasting operational improvement.

4. Government Sales Enablement

The Challenge: Government sales representatives manage complex relationships across multiple agencies, each with unique requirements, procurement processes, and decision-maker networks.

The Solution: Sales-focused AI assistant that instantly surfaces:

- Agency-specific history and past purchases
- Product specifications tailored to agency requirements
- Competitive positioning and objection handling
- Proposal templates and presentation content
- The Firearms Manufacturer Care program details and pricing

5. T&E (Test and Evaluation) Program Support

The Challenge: When shipping T&E firearms to prospective agencies, The Firearms Manufacturer needs to efficiently communicate product capabilities, specifications, and proper handling procedures.

The Solution: Combine AirgapAI with video brochure technology—agencies receiving T&E firearms also receive a comprehensive product guide with AI-powered Q&A capability:

- 30-second product demos for each firearm model
- Maintenance and care instructions
- Specification comparisons
- Direct pathway to training program enrollment

6. The Firearms Manufacturer Care Subscription Enhancement

The Challenge: The Firearms Manufacturer Care subscription program requires efficient communication of program benefits, coverage details, and service procedures.

The Solution: AI-powered customer service assistant that handles:

- Subscription program inquiries
- Coverage and benefit explanations
- Service scheduling and procedures
- 368 program integration and support

Security and Compliance: Protecting Law Enforcement Data



For law enforcement agencies, data security isn't optional—it's fundamental to operational integrity and legal defensibility.

AirgapAI's Security Architecture:

- **100% Local Processing:** All AI inference occurs on the Intel Core Ultra AI PC—no data transmission to cloud services
- **Zero Network Dependency:** Operates in fully air-gapped environments
- **Chain of Custody Protection:** No third-party cloud provider can be accessed without legal consent for agency data
- **Agency Control:** IT departments maintain complete oversight of the AI environment
- **Legal Precedent:** Same protections apply as internal email communications

FOIA Considerations: The same legal disclaimers and protections that apply to sensitive documents can be built into the AI system through configurable legal disclaimer fields—ensuring consistent protection across all AI-generated content.

"A police officer might ask a question of this that they wouldn't otherwise ask—instead of feeling dumb about asking a question, now you can suddenly ask the AI and not have to worry about it."

By operating completely offline, AirgapAI enables law enforcement professionals to leverage AI capabilities without the career-threatening risk of having their queries exposed through third-party subpoenas.

Maximizing AI Investment with The AI Strategy Blueprint

Technology alone doesn't guarantee AI success—85% of enterprise AI investments fail to deliver expected results. Iternal enhances its technology deployment with *The AI Strategy Blueprint*, a complete framework for AI transformation written by Iternal's CEO based on seven years of enterprise deployment experience.

The Blueprint addresses the 70% of AI success that depends on people and processes:

- **5x revenue gains** compared to competitors stuck in pilot programs
- **Governance frameworks** that enable speed rather than create barriers
- **Crawl-walk-run deployment strategies** that prove value before scaling risk
- **ROI quantification methodologies** that satisfy executive scrutiny

This strategic foundation ensures The Firearms Manufacturer extracts maximum value from their AirgapAI deployment rather than joining the majority of failed AI initiatives.

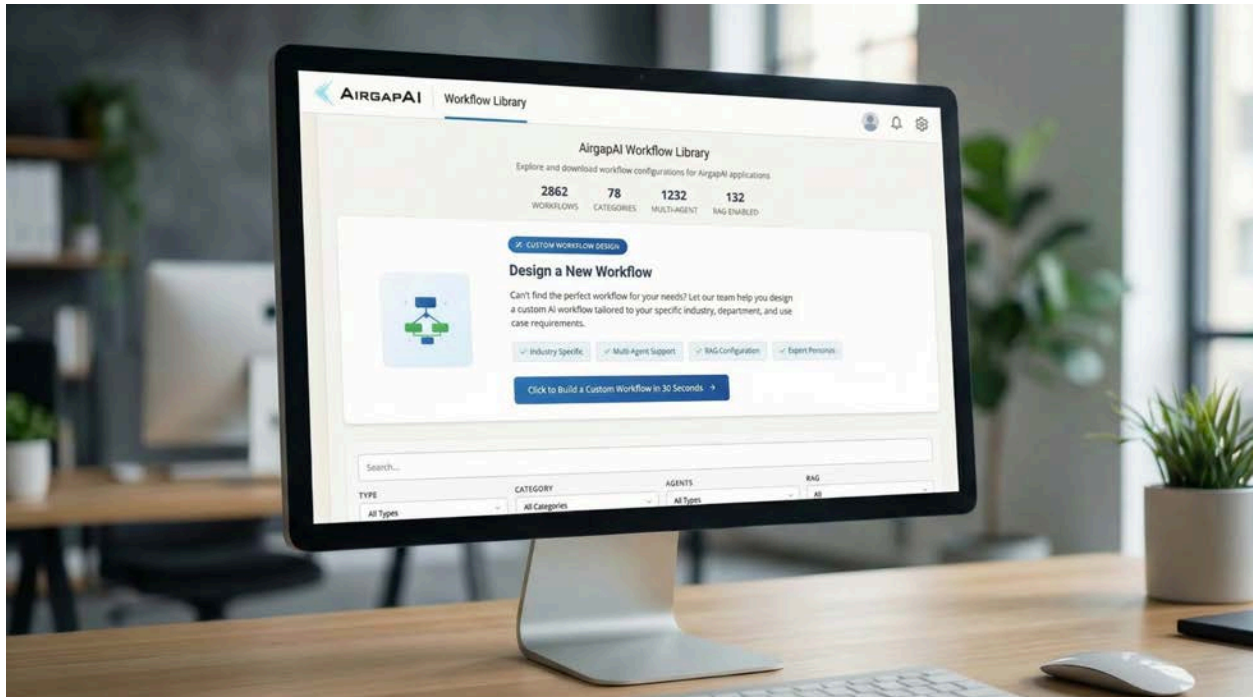
Accelerating Adoption with Iternal AI Academy

The fastest path to AI ROI is workforce capability. Iternal enhances its technology with the AI Academy (edu.italernal.ai)—comprehensive AI fluency training that accelerates how quickly sales representatives, training instructors, and support staff can leverage AirgapAI:

- **610+ courses** spanning every major industry and job role
- **Three proficiency tiers** - Beginner, Advanced, and Expert tracks
- **Real-time AI feedback** - Prompts scored and critiqued for immediate improvement
- **Verified certificates** - Independently verifiable credentials demonstrating competency
- **Universal application** - Skills transfer to any AI platform

By combining foundational education with interactive practice, AI Academy ensures The Firearms Manufacturer's team can fully leverage their technology investment from day one.

Immediate Productivity with 2,800+ Quick Start Workflows



AirgapAI's technology is enhanced with more than 2,800 pre-configured Quick Start Workflows—enabling immediate productivity gains without a learning curve.

Pre-built workflows relevant to The Firearms Manufacturer include:

- Technical specification lookup and comparison
- Training curriculum Q&A assistance
- Sales proposal and presentation generation
- Customer inquiry response drafting
- Product documentation search and retrieval
- Competitive positioning and objection handling

Custom workflow generation: Users can describe their work process in natural language, and AirgapAI automatically creates a custom workflow tailored to their specific needs—no technical expertise required.

The Vision: The Firearms Manufacturer-Branded AI Across 1,300+ Agencies

The strategic opportunity extends beyond internal efficiency. By deploying white-labeled AirgapAI assistants to law enforcement agency customers, The Firearms Manufacturer can:

Generate New Revenue:

- Training course AI add-ons (~\$100 per seat)
- Premium support packages with AI-enhanced assistance
- The Firearms Manufacturer Care program AI integration

Build Competitive Moat:

- First-mover advantage in AI-enabled firearms manufacturer support
- Continuous brand presence on agency devices
- Differentiation from competitors lacking AI capabilities

Enhance Customer Relationships:

- 24/7 support capability without staffing costs
- Consistent, accurate answers across all customer touchpoints
- Training investment protection through AI-powered reinforcement

Scale Without Proportional Cost:

- Support 1,300+ agencies without proportional staff increases
- Reduce repetitive inquiry volume on internal teams
- Focus human expertise on high-value customer interactions

ROI and Cost Benefits Summary

Operational Efficiency Gains:

- Technical inquiry response time reduced from 15-30 minutes to seconds
- Training support scaled across 1,300+ agencies without proportional staffing
- Sales enablement materials instantly accessible to government sales team
- Armorer support available 24/7 without additional support staff

Revenue Opportunities:

- Training course AI add-on: ~\$100/seat across agency customers
- Premium AI-enhanced support packages
- The Firearms Manufacturer Care program AI integration
- Competitive differentiation driving new agency acquisitions

Risk Mitigation:

- Zero chain of custody exposure for law enforcement customers
- No third-party subpoena risk
- Agency IT maintains complete data control
- Legal disclaimer integration for FOIA protection

The Bottom Line: The Intel AI PC, powered by Iternal AirgapAI, positions The Firearms Manufacturer as the first firearms manufacturer to deliver AI-enhanced sales enablement, training support, and customer service to law enforcement agencies—all while addressing the critical security and legal concerns that have prevented AI adoption across the public safety sector.

What This Means for Law Enforcement: Secure AI That Can't Be accessed without legal consent

By uniting Intel Core Ultra with OpenVINO optimization—delivering up to 4.9x faster inference and 112x faster first-token latency—and Iternal Technologies' Blockify and AirgapAI, law enforcement agencies can finally adopt AI capabilities without exposing themselves to legal and operational risk.

Together, Intel and Iternal help The Firearms Manufacturer and their Law Enforcement Customers:

- **Automate Training Support:** Process technical documentation and training materials while ensuring 78x accuracy improvement through Blockify optimization
- **Protect Officer Privacy:** Ensure queries about tactics, procedures, and operations never leave the local device
- **Scale Customer Success:** Support 1,300+ agencies with AI-enhanced service without proportional cost increases
- **Enable AI Adoption:** Remove the chain of custody barrier preventing law enforcement AI utilization

Enhancing Technology with Complete AI Enablement:

- **Maximize Investment:** The AI Strategy Blueprint ensures deployment success where 85% of AI initiatives fail
- **Accelerate Adoption:** AI Academy training builds workforce capability for faster time-to-value
- **Immediate Productivity:** 2,800+ Quick Start Workflows eliminate the learning curve
- **White-Glove Support:** AI Assist Bundle provides end-to-end deployment services

AI has moved from conceptual to operational in law enforcement support. Whether providing instant armorer guidance, reinforcing transition training, or enabling government sales excellence, Intel and Iternal deliver the secure, accurate, and scalable framework that firearms manufacturers and their law enforcement customers need.