

WHAT IS MCP?

- Model Context Protocol (MCP) is like giving your AI a company manual, a playbook, and an access badge - all in one.
- It supplies the AI with business-specific context, so it understands your industry, your users, your tools, and your goals. The result? Smarter, more useful AI interactions.

MCP = Turning generic AI into business-ready AI

Al Without **MCP**

- Generic, surface-level answers
- Prone to hallucinations
- Security and compliance risks
- Lacks personalization

REEDS CONTEXT

Al With MCP

- Accurate and contextual responses
 - Minimized hallucinations
- Alignment with enterprise security policies
- Personalized to users and use cases

Context transforms AI from a guessing machine into a reliable assistant.

HOW MCP WORKS



BUSINESS CONTEXT

What industry are you in? What language do your teams and customers speak?



USER ROLES & PERMISSIONS

What should the AI know about who's asking? What are they allowed to access?



SYSTEM ACCESS & TOOLS

MCP connects the AI to your knowledge bases, CRMs, workflows, and more.



GUARDRAILS & GOALS

What are the do's and don'ts? What outcomes should AI prioritize?



INFORMED OUTPUT

The AI generates tailored, useful, & safe responses based on all this context.

REAL WORLD ANALOGY

AI WITHOUT MCP Like telling someone "just drive"

without giving them a destination or map.

AI WITH MCP

Like handing them a GPS, destination, traffic info, and rules of the road-so they get there safely and efficiently.

THE BUSINESS IMPACT OF MCP



Expected upto 30% faster response times



60% reduction in hallucinated answers



Stronger compliance and governance



productivity and customer satisfaction



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