

SMP Model Context Protocol



The Motive Service Management Platform is an omni-channel workflow solution for Telco customer service. It uses Agentic AI to predict and prevent customer issues, and Generative AI and machine learning driven workflows to solve customer issues faster. The Service Management Platform enables market proven use cases across home, mobile and field care services, for agent and digital channels. It is helping service providers around the world improve customer satisfaction, build brand loyalty, and reduce contact center OPEX.

SMP implements Model Context Protocol (MCP) to enable Agentic AI and Generative AI use cases. MCP is an open standard introduced in November 2024 by Anthropic, creator of the Claude LLM, to give AI agents a unified way to interact with tools, services and data regardless of how those systems are built. MCP allows AI agents to autonomously carry out complex, multistep tasks such as retrieving information, summarizing documents or saving content. Without a standard like MCP, these actions require separate APIs, custom logic and considerable integration effort by developers.

SMP's MCP server exposes data and tools to AI Large Language Models (LLMs) and inference engines.

- SMP data, including SMP sessions, workflow executions, and service operation results

- SMP APIs, giving the ability to execute workflows and service operations
- Data collected from external systems, including device data, network data, and OSS/BSS data

SMP also provides an AI agent interface to LLMs and implements features for security, privacy and compliance that are not covered today by the MCP specification.

- Authentication, initiation, management and tracking of MCP session
- Interface to specific LLMs
- MCP Client (as many LLMs do not provide a MCP client)
- Sanity checks for compliance
 - Toxicity filters
 - PII detection / scrambling
 - Jailbreak / prompt injection detection
 - Allowed / blocked topics

In addition to the SMP MCP server, SMP Integration Platform provides the capability to develop and deploy Model Context Protocol servers to "AI-enable" legacy OSS/BSS systems for AI applications using Large Language Models.