

Boost  
Your  
Productivity  
With  
your  
own  
AI-  
Assistant  
for  
editors

# EPICWEB OPTIMIZEZELY AI- ASSISTANT

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# Building Smarter Optimizely Solutions with AI Tools, MCP, and Function Calling

For Editors

For Developers

Optimizely

AIAssistant

**You can now integrate AI Tools, Model Context Protocol (MCP), and function calling with Optimizely CMS, allowing editors to engage with actual, connected business logic directly within the CMS interface. This enhancement means your AI Assistant is no longer restricted to static responses. It can access real-time data, activate real functions, and provide intelligent responses based on your logic, APIs, and systems, without editors needing to leave**

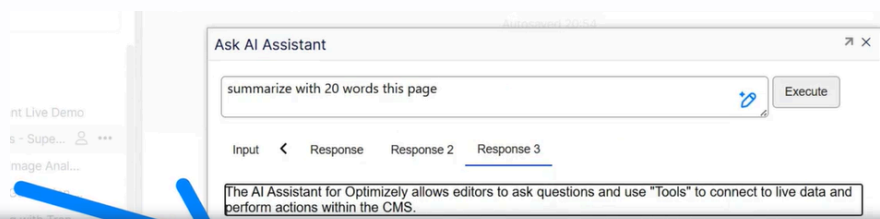
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## What Are Tools?

Tools are connected functions that extend what the AI-Assistant can do.

They act as bridges between the AI and your real-time data or business logic, allowing the assistant to go beyond static content and interact directly with your systems.

In simple terms, Tools are powered by **function calling**. You can easily connect them to your existing **C# methods**, giving the AI the ability to call your code when it needs specific information or to perform an action.



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acquire data from external systems, or extract analytics from an API. The AI dynamically utilizes these functions, combining its language comprehension with your actual data sources.

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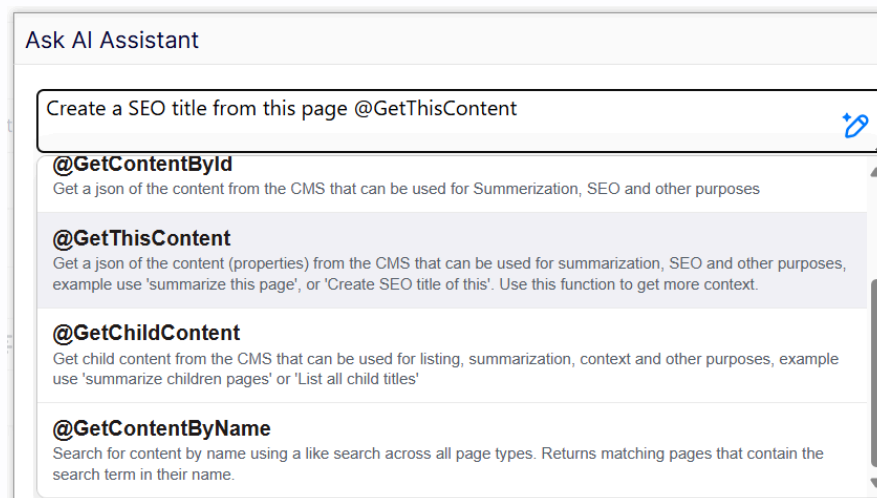
## How Editors Use Tools in Practice

Inside the Optimizely CMS editor view, the workflow remains intuitive and natural.

When an editor writes a question to the AI-Assistant, they can type the **@ symbol** to bring up a list of all available Tools (this step is

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As soon as “@” is entered, the assistant displays all connected functions, along with short descriptions of what each Tool does.



The editor can then simply select one — for example:

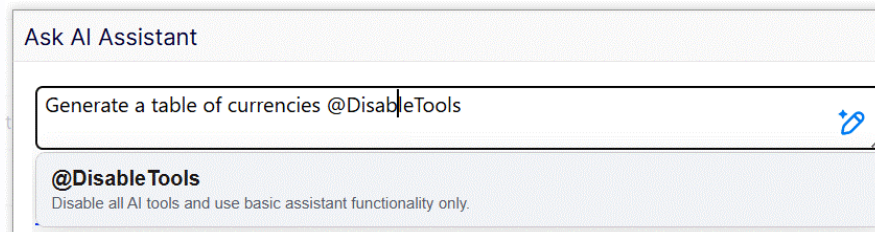
“Summarize in 20 words product T8877 @GetProductDescription”

The AI will automatically use that specific Tool to retrieve the live product data and generate a

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DisableTools is possible

The command `@DisableTools` allows you to disable tools for a particular request.



## Why This Matters

This combination of AI and function calling **transforms the Optimizely CMS experience**. Editors no longer have to switch between systems, copy-paste content, or wait for technical help to extract data. They can simply ask — and the assistant handles the rest, securely and instantly.

From a developer's perspective, Tools are **straightforward to**

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respects your architecture,  
security policies and  
permissions.

The result is an intelligent  
assistant that can **perform real  
tasks, fetch live data, and deliver  
accurate, up-to-date information**  
directly within your Optimizely  
ecosystem.

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## Installation and Configuration

Setting up Tools within the  
**Epicweb AI-Assistant inside  
Optimizely** is designed to be as  
flexible as possible.

Developers can register their own  
functions and register them thru  
startup.cs

Download the built in tools,  
download nuget package

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services

epicweb

```
.AddAIAssistant()
```

```
// Register MCP tool types
```

```
.RegisterMcpToolType(type  
of(BuiltinTools))
```

```
using  
Epicweb.Optimizely.AIAssist  
ant.Tools;
```

## **Tools is available from version 2.0 of Epicweb AI Assistant**

### **Built-in Tools Overview**

The assistant comes with several default tools that let AI retrieve and work with content directly from Optimizely CMS:

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- `GetThisContent` – fetch all properties of the current page or block (used for tasks like “summarize this page” or “create an SEO title”).
- `GetChildContent` – fetch children of a page or block (useful for “list all child titles” or “summarize child pages”).
- `GetContentByName` – search content by name or partial match across all page types.

👉 In short: these tools allow the AI to look up content and structure from the CMS, so it can summarize, generate SEO metadata, build lists, or answer context-aware editorial queries.

## How to implement your Custom Tools

### Example tool, fetch product data from Optimizely Commerce

using  
`Epicweb.Optimizely.AIAssist`

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ant.Attributes;

using

System.ComponentModel;

[McpServerToolType]

public static class


ProductInfoTools

{

[McpServerTool(Name =  
"GetProductDescription"),  
Description("Get detailed  
product information based  
on product number")]

public static async  
Task<ProductInfo>  
GetProductDescriptionAsyn  
c(  
[Description("The  
product number to get  
information for, e.g. 'P12345',  
'B78901'")] string  
productNumber,  
RequestModel context =  
null)//the context parameter

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```
{
    // implement your logic
    // to fetch product details here

    return new ProductInfo
    {
        ...
    };
}
// Product information
POCO class
public class ProductInfo
{
    public string
    ProductNumber { get; set; }
    = string.Empty;
    public string Name {
    get; set; } = string.Empty;
    public string
    Description { get; set; } =
    string.Empty;
    public decimal Price {
    get; set; }
    public bool InStock {
```

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```
Specifications { get; set; } =  
new Dictionary<string,  
string>();  
}  
}
```

Now register the tools in startup:

```
services  
    .AddAIAssistant()  
    // Register MCP tool types  
  
    .RegisterMcpToolType(type  
of(ProductInfoTools))
```

Now you can use prompts like  
"Create a sales pitch of Product P-  
5555 and link to the product" or  
"Create a table of the differences  
between products BS8877 and  
P-5555"

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# Using MCP ModelContextProtocol

The MCP ModelContextProtocol is a framework that facilitates communication and data exchange in distributed systems. It acts as a protocol layer allowing seamless interoperability between services and components in a .NET environment. By leveraging MCP tools, developers can efficiently utilize the ModelContextProtocol to establish connections, synchronize data, and manage interactions across varied system architectures. It simplifies complex network communication tasks, making it possible to build robust and scalable solutions. With a .NET library that includes MCP tools, developers can easily integrate this protocol into their projects.

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The AI Assistant: This is what  
you get

Feature-Rich for Enhanced Editorial  
Efficiency

Epicweb's AI Assistant comes  
with an impressive array of  
features:

## 1. Text Suggestions and

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2. **Multilingual Translation:**  
Seamlessly translate your text into multiple languages while preserving formatting and style to reach a diverse audience.
3. **SEO, AEO and GEO:** Generate optimization content for search engines and AI search.
4. **Prompt Pro Assistance:** It saves time and helps you get more out of your ideas, instantly.
5. **Image AltText Analyzer:**  
Advanced AI capabilities to analyze images and automatically populate media object properties

## 6. **Image Generation:** Create

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7. **Image Transformer:** Take any image, enhance it, and add new elements with AI-powered creativity. Transform the way you interact with images.
8. **New Text Generation:** Generate fresh content that keeps your audience engaged.
9. **Text Summarization:** Quickly condense long texts into concise summaries, saving time and maintaining essence, perfect for SEO descriptions.
10. **HTML Formatting:** The AI-Assistant offers a range of formatting capabilities within the Rich Text Editor. WCAG Compatible.
11. **Spell Checking:** Ensure your

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12. **Tone Adjustment and Consistency:** Adapt your content's tone to suit its purpose and maintain a consistent brand voice.
13. **Keyword Extraction:** Identify and extract key terms from your text for SEO optimization.
14. **Custom Prompts with ChatGPT:** Leverage the power of ChatGPT to run your own prompts for unique content creation.
15. **Custom Shortcut Prompts:** Add your own shortcuts for frequently used commands, connect tools and enhancing productivity.

#### 16. **Inline ChatGPT Help:** Use

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17. **Tools for AI:** Connect your C# Function Calling or MCP tools directly to the AI Assistant, enabling custom integrations.
18. **RAG (Retrieval-Augmented Generation):** Connect your own knowledge base for AI responses powered by your organization's internal data.

Streamlined Integration into Optimizely

The AI Assistant is seamlessly integrated into every field within the Optimizely CMS and Commerce platform, ensuring that these powerful features are accessible right where you need them, in the editor mode.

Getting Started with The Epicweb AI-Assistant:

To get started with the free

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platform from the Optimizely  
Mugshot feed.

Follow our beginner-friendly  
guide or dive deep with our  
comprehensive [documentation](#).

Installation is quick and easy,  
allowing you to start harnessing  
the power of AI assistance in no  
time.

Book a meeting to get started!

**We offer a one-hour  
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# About the Author



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