

MCP SERVER

NO CODE

CLOUD HOSTED

# Ortto MCP

Manage customer profiles, segments, and journeys.

Ortto connects your customer data platform directly into any AI agent. This MCP lets you manage unified profiles, track user activity, and orchestrate complex marketing journeys using natural conversation. You can list audience segments, update person records, audit campaign performance, and trigger real-time actions—all without leaving your chat window.

**F** Quality Score 3.6/100

customer-data-platform

journey-orchestration

user-segmentation

activity-tracking

marketing-analytics

customer-profiles



# The connectivity layer between AI and the world's software.



Vinkius sits between AI and every application. All communication passes through Vinkius Cloud via the Model Context Protocol (MCP) — with governance, observability, and security at every layer.

# Your AI Connections Run Through Vinkius Cloud

The world's largest  
managed MCP catalog

Vinkius is the connectivity layer where AI connects to the software your business already runs. We handle the hosting, the security, the credentials, the uptime — you get agents that actually do things.

We operate the world's largest managed MCP catalog. Major SaaS platforms, CRMs, databases, and cloud providers — running, monitored, production-ready. This MCP server is hosted and maintained by the Vinkius Cloud for AI Agents.

*The agent doesn't manage credentials, doesn't manage uptime, doesn't manage security. Vinkius does.*

— Architecture principle

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## Four Pillars of the Vinkius Runtime

### 01 — Security by design

Credentials stay encrypted at rest via AES-256. The AI agent never touches raw keys — they're injected into a sandboxed V8 isolate at runtime. Actions are logged, and connections have an emergency kill switch.

### 03 — Deterministic observability

Eight immutable metrics per endpoint: request volume, p95 latency, error rate, active connections, cost attribution. A live payload feed logs every tool call with mutation detection.

### 02 — Built on MCP Fusion

This MCP server was built with **MCP Fusion**, the open-source framework (Apache 2.0) that powers the entire Vinkius catalog. Schema-as-firewall strips undeclared fields, compiled PII redaction runs at zero overhead, and cryptographic lockfiles produce git-diffable audit trails.

### 04 — Autonomous operations

Servers are deployed, monitored, and patched autonomously. New capabilities and security patches ship weekly. Zero-downtime deployments ensure continuous availability across all managed MCP servers.

**AES-256**

Encryption at rest

**Ed25519**

PKI vault signatures

**24h TTL**

Ephemeral session keys

**V8 Isolate**

Sandboxed execution

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## One Token. Instant Access.

Every MCP server on Vinkius is accessed through a **Connection Token**. Tokens are generated in the cloud dashboard and produce a unique MCP endpoint URL. Paste this URL into any MCP-compatible client — no SDK required.

A single token can serve **multiple AI clients simultaneously**, or you can issue separate tokens per client for granular access control. Each token tracks its own request count, last activity timestamp, and can be individually enabled or revoked.

MCP ENDPOINT

`https://edge.vinkius.com/{token}/mcp`

Claude



Cursor



VS Code



Windsurf



Grok



Gemini

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## Security Is the Architecture

Security in Vinkius is not a feature — it's the foundation of the runtime. The gateway enforces multiple independent protection layers between AI agents and third-party APIs.

**01 — Ed25519 PKI Vault**

Every workspace has an Ed25519 Master Key. Session keys are generated ephemerally (24h TTL) and signed by the Master Key. Credentials never leave the vault boundary.

**02 — V8 Isolate Sandboxing**

Tool code runs inside isolated-vm V8 isolates with 64 MB memory caps and per-request timeouts. No filesystem access, no network access except through the SSRF-guarded fetch bridge.

### 03 — SSRF Guard

All outbound HTTP requests are DNS-resolved and validated before execution. Private IP ranges (10.x, 172.16-31.x, 192.168.x, AWS metadata 169.254.x) are blocked at the network layer.

### 05 — Cryptographic Audit Trail

Every request is signed into a SHA-256 hash chain with Ed25519 signatures. Events form a tamper-proof, SIEM-exportable forensic record.

### 04 — DLP & PII Redaction

A ResponseGuard pipeline intercepts every tool response. Configurable redaction patterns strip sensitive fields (emails, SSNs, card numbers) before data reaches the AI agent.

### 06 — Honeypot Trap System

Phantom credentials are injected into isolated environments. If a honeypot is used outside Vinkius infrastructure, the server is quarantined instantly.

## Emergency Kill Switch

EU AI Act Art. 14(1)  
Compliant

The kill switch is an **emergency halt** mechanism — not a simple toggle. When triggered, it executes three actions atomically:

#### 01 — Server deactivated

The MCP server is immediately taken offline across the entire cluster.

#### 02 — All tokens revoked

Every connection token is invalidated. Total lockout — reconnection blocked until new tokens are issued.

#### 03 — WebSocket connections killed

Active connections terminated via Redis pubsub broadcast. Propagates to every runtime node in the cluster.

## Full Visibility. Zero Guesswork.

The Vinkius cloud dashboard includes a full MCP Governance suite — real-time analytics and security controls for production AI operations.

**Control Plane**

KPI dashboard with request volume, latency, success rate, token consumption, and AI-generated operational briefings.

**FinOps**

Cost tracking per tool, payload compression savings, budget optimization signals, and consumption trends.

**Firewall & DLP**

PII redaction activity, sensitive data protection counters, and security event timeline.

**Agent Activity**

Which AI clients are connecting, how often, and what they're doing — real-time session tracking.

**Tool Health**

Slowest and most error-prone tools, with actionable root-cause insights and performance baselines.

**Incident Log**

Error trends, failure rates, status-code breakdowns, and forensic audit trail access.

Get started at [cloud.vinkius.com](https://cloud.vinkius.com) — connect your AI agent in under 60 seconds.

# Ortto (formerly Autopilot) MCP

10 tools available

Cloud-hosted on Vinkius

Ortto turns complicated customer data management into a simple conversational flow. Instead of logging into the CDP console to manually find an account or run a segment report, you just ask your AI agent for it. This MCP connects all those functions directly to your workflow. You can get details on specific people by requesting their profile, list all current marketing campaigns, and even trigger custom activities based on real-time events.

Whether you're in a chat with a teammate or working from your IDE, you can manage accounts and update customer records instantly. When you connect via Vinkius, it makes sure that access to this full suite of tools is available across all your preferred AI clients, keeping your data management centralized and fast.

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## Core Capabilities

### 01 — Manage unified profiles

Create, retrieve details for, or update both individual person records and entire organizational accounts.

### 03 — Audit marketing performance

List active campaigns and retrieve key metrics about audience segments or overall journeys.

### 05 — Check subscription status

Quickly verify if an email address is currently subscribed to marketing communications.

### 02 — Trigger real-time customer actions

Initiate custom activities instantly for a user based on an event that just happened in the system.

### 04 — Discover accounts and users

See a list of all organizations in your system, or pull up comprehensive lists of people who match certain criteria.

# One Click on Vinkius — From Prompt to Execution

Available at [vinkius.com/mcp/ortto-formerly-autopilot](https://vinkius.com/mcp/ortto-formerly-autopilot) — connect your AI agent in three steps.

- 01** Subscribe to this MCP and provide your Ortto API Key, specifying the required data region (Global, AU, or EU).
- 02** Connect the credentials in any compatible AI client (like Cursor or Claude).
- 03** Use natural language commands to request profile updates, list campaigns, or trigger specific user activities.

The bottom line is you tell your agent what you need—whether it's updating a person's job title or finding out which segments are active—and the MCP handles all the complex data calls behind the scenes.

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## Built For

This connector is essential for Growth Marketers and Marketing Engineers who hate switching between dashboards. It's for the customer success team member who needs to update a user profile or check campaign status without ever opening the Ortto web app.

### Growth Marketer

Uses this MCP to instantly list audience segments and trigger localized journeys across different regions while planning campaigns.

### Customer Success Manager

Updates person profiles or audits user activity directly from their team's workspace, rather than asking a colleague for the data.

### Marketing Engineer

Automates the creation of customer activities and maps out complex data relationships using natural language in an IDE.

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## What Changes When You Connect

- 01** Stop clicking through multiple dashboards. Need to update a person's role or location? Just ask your agent; the MCP executes an `update_person` call directly.

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- 02** You don't have to manually find audience IDs anymore. The MCP allows you to run `list_audiences` and then immediately use that segment name to trigger communications.
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- 03** When a user hits a key milestone, you can instantly launch the next step in their journey. Use the `create_activity` tool to programmatically send an event right away.
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- 04** Audit your reach before launching a campaign. Use `list_campaigns` and then request performance metrics for specific groups to ensure maximum impact.
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- 05** Maintaining clean data is easy. Need to remove stale records? The MCP handles the complex archival process via the `delete_person` tool, keeping compliance simple.
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## Real-World Applications

### **A user needs to check a high-value client's history.**

The CSM asks their agent, 'What is Sarah Jones' current profile and activity status?' The MCP uses `get_person` to pull up all her data points, so the CS team can jump into the conversation immediately without searching multiple tabs.

### **A campaign needs a new target group.**

The growth marketer asks, 'Show me all people associated with CloudTech who haven't logged in this month.' The MCP first runs `list_accounts` to confirm the company name and then uses `list_people` to pull the exact segment.

### **A demo shows a new product feature.**

The marketer asks their agent, 'Trigger the onboarding sequence activity for John Doe.' The MCP uses `create_activity` to instantly kick off the necessary automation journey in Ortto's system.

### **Data cleanup after a merger.**

The engineer asks, 'Remove all records for these three retired employees.' The MCP confirms the identities using `get_person` first, then executes mass deletion via `delete_person`, keeping the database clean.

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# Patterns to Avoid

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## Trying to write raw CDP queries

### ✗ AVOID

Writing a multi-line query like `SELECT * FROM people WHERE company = 'XYZ' AND status='Active'`; This is slow, error-prone SQL that the agent will fail on.

### ✓ INSTEAD

Instead, simply ask your agent: 'List all active people in the XYZ account.' The MCP uses ``list_people`` and handles the complex data fetching using the proper tool calls.

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## Assuming a person's current details

### ✗ AVOID

Sending an email update to a user without checking if their job title or department has changed first. This leads to inaccurate segmentation.

### ✓ INSTEAD

Always start by asking the agent, 'What is John Doe's current profile?' The MCP uses ``get_person`` to verify all existing data before you attempt to ``update_person``.

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## Over-relying on manual UI clicks

### ✗ AVOID

The user has to navigate from the Campaign tab, then click Segments, then select a list—a process that takes five minutes of clicking.

### ✓ INSTEAD

Just ask your agent: 'List all segments for the Q3 Summer Sale campaign.' The MCP runs ``list_campaigns`` and immediately calls ``list_audiences`` to give you the data instantly.

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## The Right Fit

Use this MCP if your primary pain point is shifting between different user interfaces (the CDP UI, the analytics dashboard, the CRM) just to manage customer data. If you need to retrieve a person's profile details ( `get_person` ), list all current segments ( `list_audiences` ), or trigger an immediate automated action ( `create_activity` ) from within your AI chat window, this is for you. Don't use it if you are building custom API endpoints in code that require complex schema validation; those scenarios might be better handled by a dedicated data pipeline tool. If all you need to do is read public web data or write general documentation, then stick to generic knowledge base tools instead.

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## The current process of managing customer records feels like juggling ten browser tabs.

Right now, updating a single person's profile requires logging into the CDP, finding their record by email, clicking through multiple sections to verify data points, and then hitting save. If you need to audit 20 different people, that's twenty rounds of clicks, copy-pasting names, and hoping your regional settings are right.

With this MCP, the entire process happens in a single chat conversation. You tell your agent what needs fixing or updating, and it executes the necessary data calls—like `update_person` or `get_subscription`—and gives you the definitive answer immediately.

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## Ortto MCP: Complete control over customer profiles.

Manual tasks that vanish include manually listing all accounts via `list_accounts`, checking if a user is subscribed using `get_subscription`, and then having to go back to the campaign module just to see which segments are active ( `list_audiences` ).

Now, you talk to your agent. You ask for the list of campaigns, check who's in an audience segment, and update records—all in one conversation flow. It's immediate.

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# Ortto (formerly Autopilot) with 10 Tools

These tools let you interact with every core function of the CDP—from listing all users to updating individual records—all through conversation.

#	TOOL	DESCRIPTION
01	<code>create_activity</code>	Triggers a specific, custom event or action for an existing person record.
02	<code>create_person</code>	Adds a brand new individual contact to the Ortto system.
03	<code>delete_person</code>	Permanently archives or removes an existing person record from your database.
04	<code>get_person</code>	Retrieves all detailed profile information for a specific individual contact.
05	<code>get_subscription</code>	Checks and returns the current marketing subscription status (subscribed or unsubscribed) for an email address.
06	<code>list_accounts</code>	Returns a full list of all organizations connected to your Ortto instance.
07	<code>list_audiences</code>	Pulls up the names and details of all defined user segments or audience groups.
08	<code>list_campaigns</code>	Displays a list of all active marketing campaigns running in your system.
09	<code>list_people</code>	Generates a broad listing of people who match defined search criteria within Ortto.
10	<code>update_person</code>	Modifies existing details, such as job title or company, for an already created person record.

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## See It in Action

Real prompts you can use once this MCP is connected to your AI agent through Vinkius Cloud.

**U** Find the person profile for '[email protected]'.



I've retrieved the profile for '[email protected]'. They are currently tagged as 'VIP-Customer' and associated with the 'CloudTech' account. Would you like to see their recent activity history?

**U** List all active marketing campaigns in our EU region.



I've queried the EU data center. You have 3 active campaigns: 'Summer Sale 2024', 'Newsletter Weekly', and 'Referral Program'. Each has reached over 5,000 users this month. Which one would you like to audit?

**U** Trigger the 'product-demo-requested' activity for [email protected]



The activity 'product-demo-requested' has been successfully triggered for [email protected]. This will initiate the corresponding automation journey in your Ortto instance.

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## Frequently Asked Questions

### 01 How do I use Ortto MCP to find a user?

You simply ask your agent for the person's profile using their email or name. The MCP runs `get\_person` and returns all available details, including activity history.

### 02 Can Ortto MCP help me with audience segmentation?

Yes. You can use the tool to run `list\_audiences`, see what segments exist, and then list people who belong to that segment using `list\_people`.

**03 Is Ortto MCP only for marketing automation?**

No. While it handles marketing journeys, you can also use it for core CRM tasks like listing all accounts (``list_accounts``) or deleting stale records via ``delete_person``.

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**04 What if I need to change someone's job title?**

You tell the agent which person and what the new details are. The MCP then executes an ``update_person`` call, modifying their record directly in Ortto.







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# Go Live in 60 Seconds

Get your connection token from [cloud.vinkius.com](https://cloud.vinkius.com), then paste the endpoint URL into any MCP-compatible client.

YOUR MCP ENDPOINT

```
https://edge.vinkius.com/[TOKEN]/mcp
```

CLIENT	WHERE TO CONFIGURE
 <b>Claude AI</b>	Profile → Customize → Connectors → "+" → Add custom connector → Paste endpoint
 <b>Cursor</b>	Settings → Features → MCP Servers → "+ Add New MCP Server" → Type: SSE → Paste endpoint
 <b>VS Code</b>	Ctrl/Cmd+Shift+P → "MCP: Add Server" → add <code>"ortto-formerly-autopilot": { "url": "..." }</code>
 <b>Windsurf</b>	MCP Settings → <code>mcp_settings.json</code> → Add endpoint URL
 <b>ChatGPT</b>	Settings → Tools & plugins → Add MCP server → Paste endpoint
 <b>Gemini</b>	Extensions → Add MCP Server → Paste endpoint URL

## ASK AN AI ABOUT THIS

Let your preferred AI explain this MCP server

-  **Ask ChatGPT** 
-  **Ask Claude** 
-  **Ask Perplexity** 
-  **Ask Gemini** 
-  **Ask Grok** 

READY TO CONNECT

# Ortto (formerly Autopilot) is live on Vinkius Cloud.

Get your connection token, paste it into your AI agent, and  
start building. No SDK. No deployment. Just results.

[Start at cloud.vinkius.com](https://cloud.vinkius.com) →

[vinkius.com](https://vinkius.com) · [support@vinkius.com](mailto:support@vinkius.com)

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