A model
is not a product.

What sits between a call to an AI model and work you can rely on.

Try this.

The same question, to the same model, twice.

How do we improve the quote configurator so users need fewer clicks?

IN A BLANK CHAT

Put every step on a single screen.

! **The team tried that last month and dropped it: errors when completing a quote doubled.**

WITH THE TEAM’S CONTEXT

Cut the fields in step 2 and bring back the customer’s last configuration.

✓ **Consistent with the earlier decision and the product’s design rules.**

Why the first answer fails.

Hallucinations

It states something false as fact, with complete confidence.

Degradation

The longer the session, the more the context wears down and what was agreed at the start gets lost.

Unwanted emergent behaviour

It does what nobody asked, like reopening an option the team had already ruled out.

Many of them come from the same place: the model works with incomplete context and fills the gaps on its own.

What you pay for in each call.

```
prompt → tokens → text
```

IT DOES NOT INCLUDE

- ✕ Knowing which project you're in.
- ✕ Remembering what was decided last week.
- ✕ Checking whether the person asking may see that document.
- ✕ Recording who approved what.
- ✕ Keeping going when the provider fails.

What sits around it.

In INTENTIA+ we organise it in four questions.

WHAT IT KNOWS

- Context
- Signed memory
- Storage

WHAT IT CAN DO

- MCP
- Tools with permissions
- Safe retries

WHO ANSWERS FOR IT

- Rules
- Decisions
- Security
- Trail

HOW IT HOLDS UP

- Routing
- Fallback
- Cache
- Observability
- Cost per answer

Six questions before you choose an AI tool.

1 What does it know about my work before it answers, and who decides what goes into that memory?

2 Can it act on my systems? With which permissions?

3 Who approves what the AI proposes, and where is that recorded?

4 Can I show which information and which rules were used in a decision?

5 What happens when the provider fails?

6 Do I know what each answer costs?

None of these questions is about the model.

All of them are about what surrounds it.

NEXT WEDNESDAY, ON LINKEDIN

The full article, layer by layer.

ARTICLE

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In the meantime: intentia.plus/en/product