

# Fuel iX

## Fuel iX

An Enterprise Grade Gen AI Platform

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Sara Ghaemi

# From Many to One



TELUS, TELUS Digital Experience, and WillowTree were among the first companies to adopt generative AI-enabled intelligent experiences (iX) and take them to production. Across the three companies, more than 35,000 employees access generative AI-powered copilot and millions more can tap into public-facing assistants.



WILLOWTREE®  
a TELUS International Company



TELUS® Digital Experience



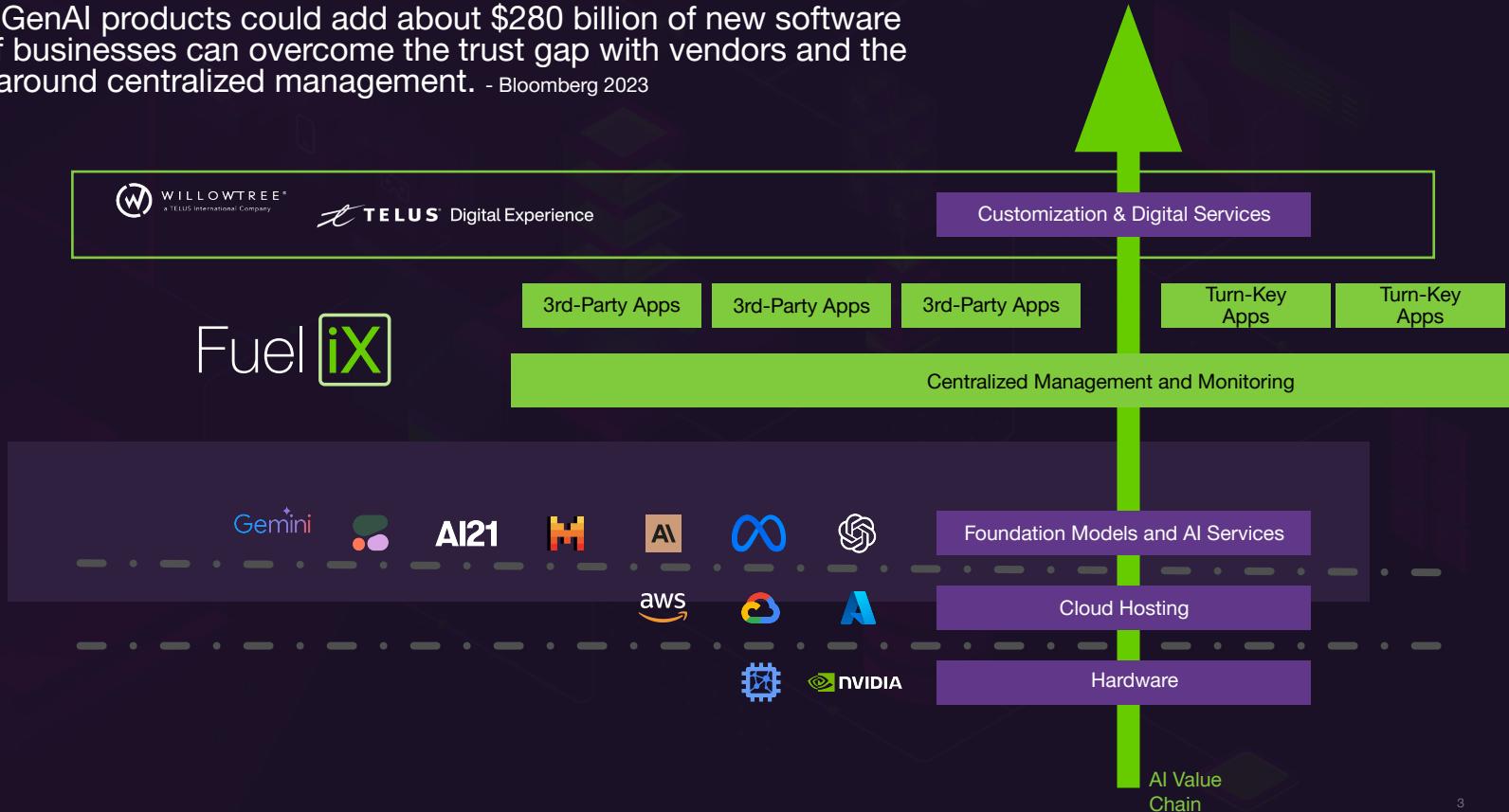
Fuel



# The Opportunity



Demand for GenAI products could add about \$280 billion of new software revenue — if businesses can overcome the trust gap with vendors and the market gap around centralized management. - Bloomberg 2023



# The Fuel iX Impact

Transforming the way  
we work



SPOC



OneSource



Milo



TELUS GenAI  
Copilot

Showing up wherever  
work is done



Web



Slack



Google Chat

Teams, VSCode  
extension, GitHub  
Actions, etc.

Creating opportunity  
for experimentation

**3000+**

custom  
copilots

**35000+**

users



Meeting summaries



Generating business  
requirements



Coding helpers

# Data & Trust is an AI differentiator for TELUS

As a global-leading organization committed to building trust in technology, TELUS innovation is driven by data principles that are enacted in collaboration with teams across the business.

## Collaborative & human-centered approach

-  Responsible AI framework and commitment
-  Data Enablement Plan
-  Data literacy, 500+ Data Stewards

## We continue to advance our work, learning constantly

-  Thousands trained in prompt engineering
-  Responsible AI squad
-  Testing and implementing governance tooling

## Responsible AI in action: GenAI is a ‘team sport’

### Purple Teaming



# TELUS is a world leader in responsible AI



Our responsible use of AI enables us to fully realize the benefits of this technology and build trust in our digital world.



TELUS was awarded the international **Outstanding Organization 2023 prize** from the Responsible AI Institute in recognition of its leadership in responsible AI and commitment to fostering trust and benefitting society.

Gen AI powered chatbot on TELUS.com is first in the world to be internationally certified in **Privacy by Design (ISO 31700-1)**.



# Fuel iX: Enterprise-grade AI engine



Fuel iX enables enterprises to take control of their AI technology stack and manage it as a trusted private service with scalability, security, and data sovereignty assurance for intelligent experiences.

## What AI challenges do we address?

How do you pick the right technology?



Flexible

Fuel iX allows easy **switching between AI models** and cloud services. Apps are not locked to one provider, future-proofing the genAI investment.

How do you manage and maintain it?



Controllable

Fuel iX centralizes management of all generative AI functions, allowing them to be **administered, monitored, and linked** with tools like Slack, and SSO.

How do you make it trustworthy?



Trustworthy

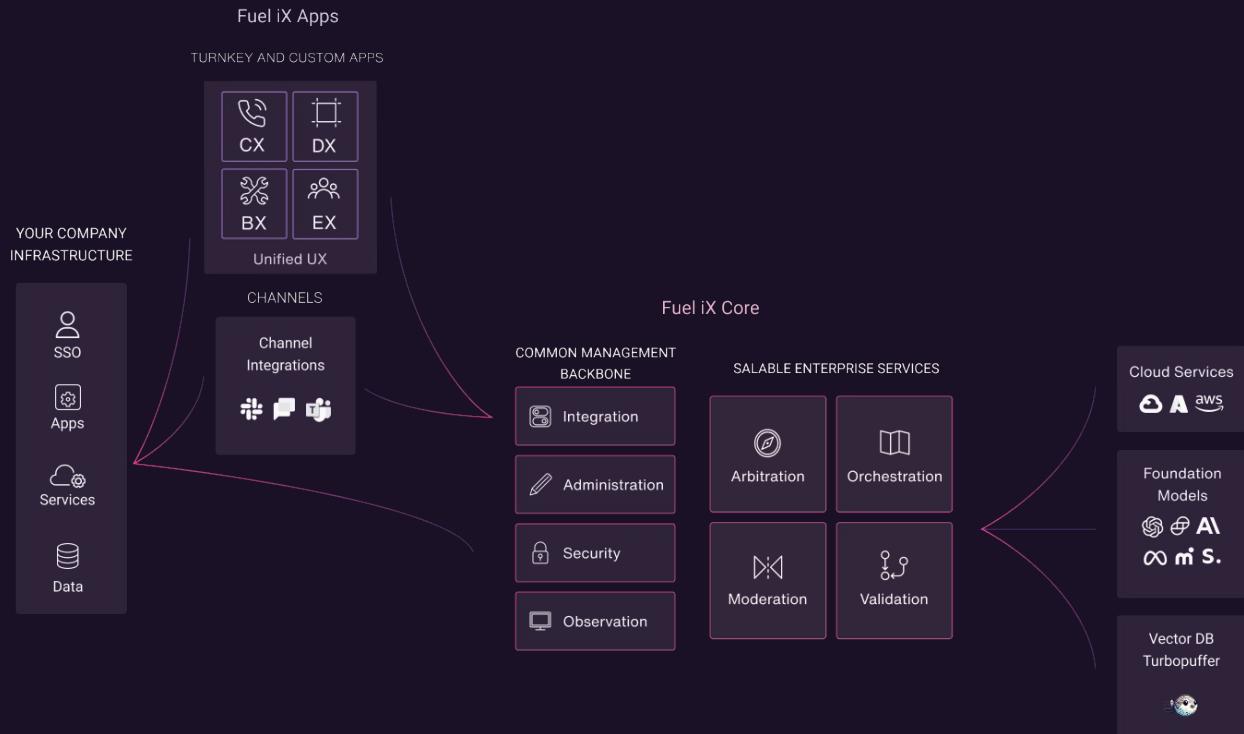
Fuel iX is a responsible-AI framework that provides **enterprise-grade security** and quality control measures to protect against malicious threats.

# Fuel iX Core + Fuel iX Apps

Fuel iX is designed in two layers:  
**Fuel iX Core** and **Fuel iX Apps**.

**Fuel iX Core** governs and oversees an entire ecosystem of generative AI applications.

**Fuel iX Apps** are templated or customized copilots, assistants, and agents built for specific business use cases.



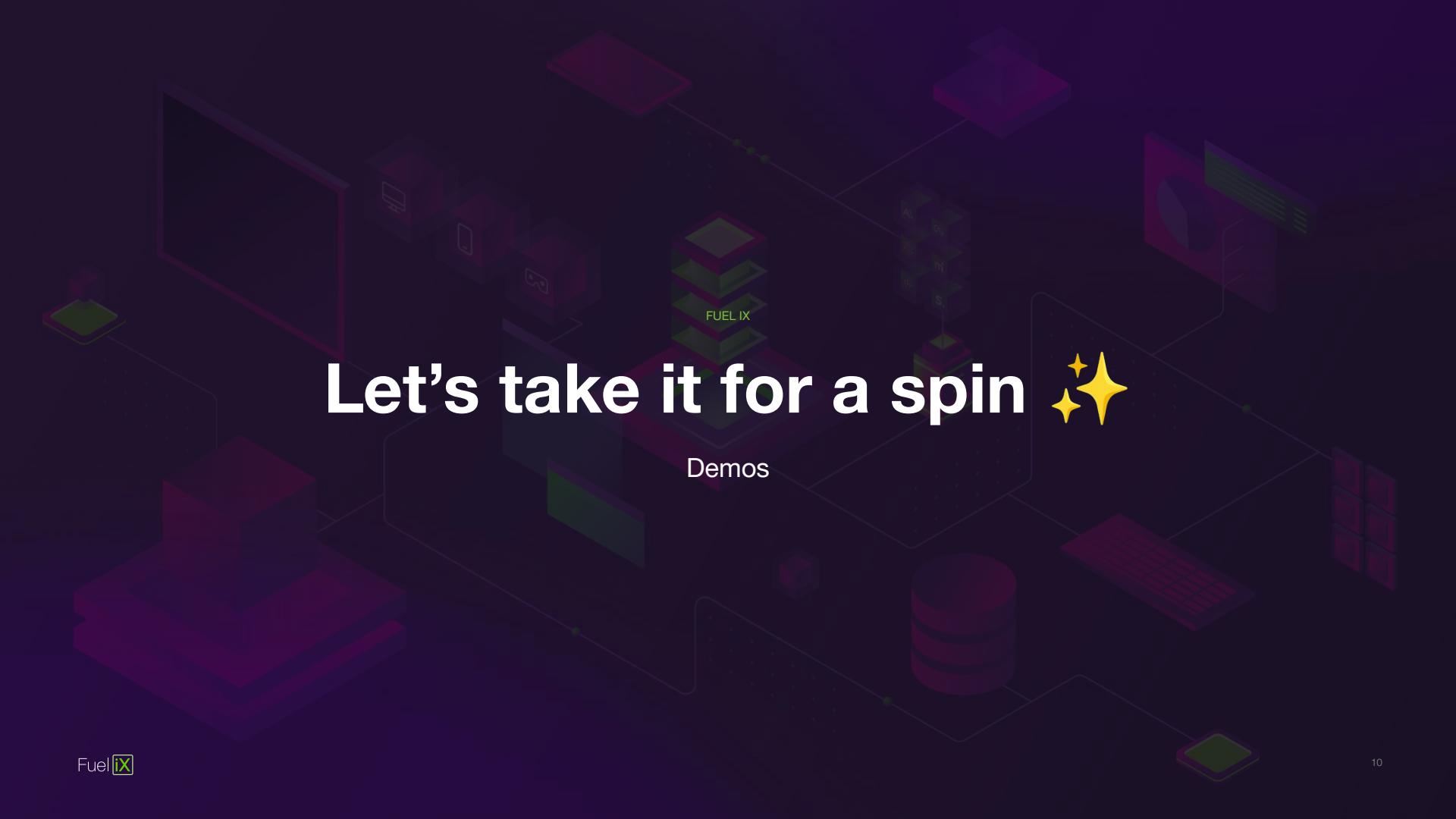
# Fuel iX Apps: Copilot Experience

Our enterprise AI product provides a ChatGPT-like experience with the necessary security and guardrails for your business, along with integrations to your systems of record and the ability for teams to create bespoke AI Copilots.

## Experience Features

- RAG-enabled architecture
- System prompting interface (with samples and suggestions)
- Switching between multiple models (GPT 3.5, GPT 4, Claude, etc)
- User access control, prompt guardrails, and custom branding
- Copilot, assistant, and agent creation and publishing tools

The screenshot shows the TELUS GenAI Launchpad application running on a MacBook Pro. The interface includes a top navigation bar with the TELUS logo, Simplify Hub, Home, Catalogues, Applications, Resources, and Settings. Below this is a sidebar titled 'Copilots' containing a list of available copilots: TELUS Enterprise Copilots (TELUS P&C, TELUS SPOC, unicorn.ai), My Copilots, Shared With Me, Lab, Image creator, and Provide feedback. A purple button at the top right of the sidebar says '+ New chat'. The main content area features a welcome message: 'Welcome to TELUS GenAI Launchpad. Embrace GenAI at TELUS! Choose a trusted copilot to supercharge your everyday work. Kindly adhere to GenAI guidelines for use.' It also includes sections for 'TELUS Enterprise Copilots' (described as AI-powered apps for P&C and SPOC) and 'Shared Copilots' (described as GenAI apps created by team members). Examples of shared copilots shown include 'SOC AI Co-Pilot' (an AI bot for SOC analysts) and 'NexusAnalyst.ipynb 2.0 - Notebook Agent' (an AI-powered data analysis assistant).



# Let's take it for a spin

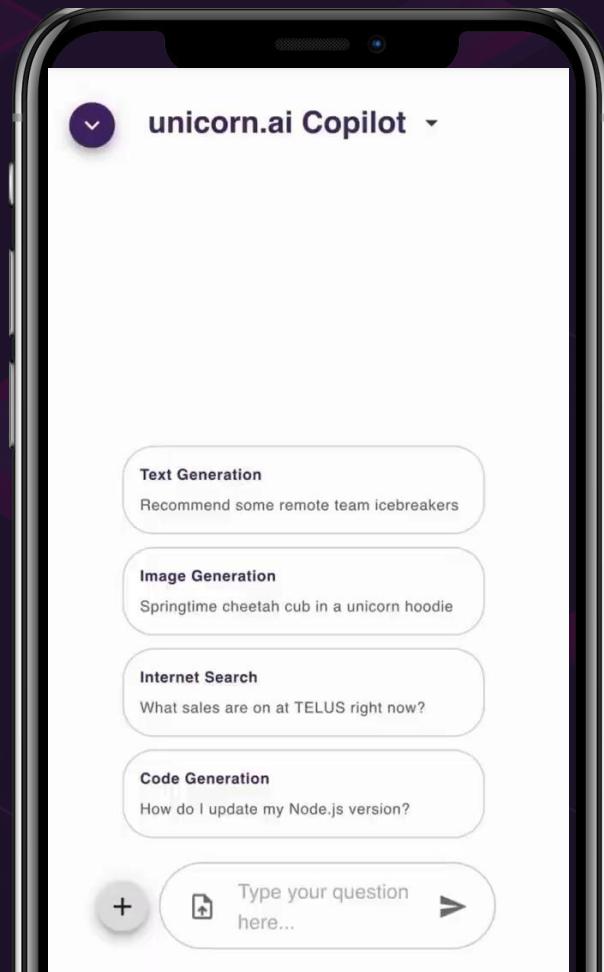


Demos

# Copilots on the web

Fuel iX Apps

-  Generic Copilot: Unicorn AI
-  File Upload
-  Document intelligence

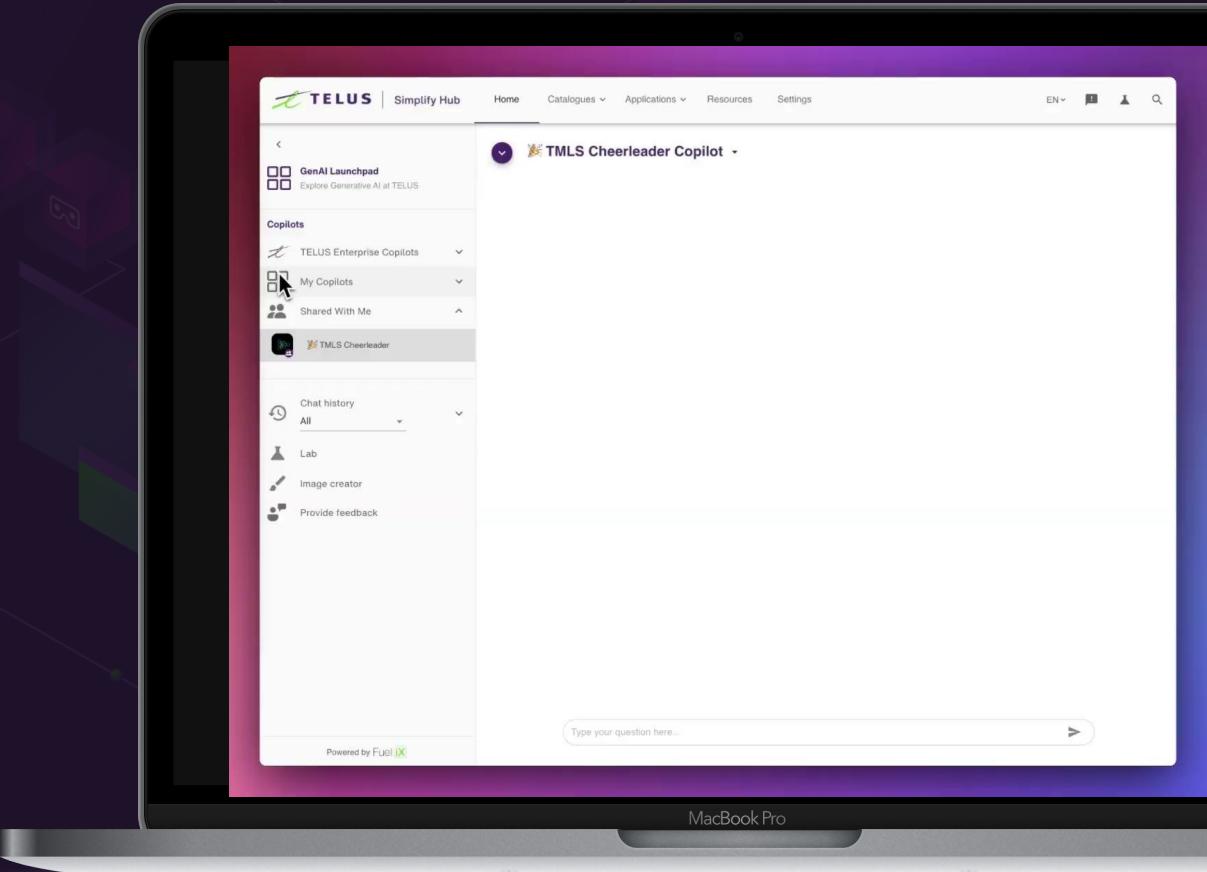


# Copilots on the web

Fuel iX Apps

## Custom Copilot Creation:

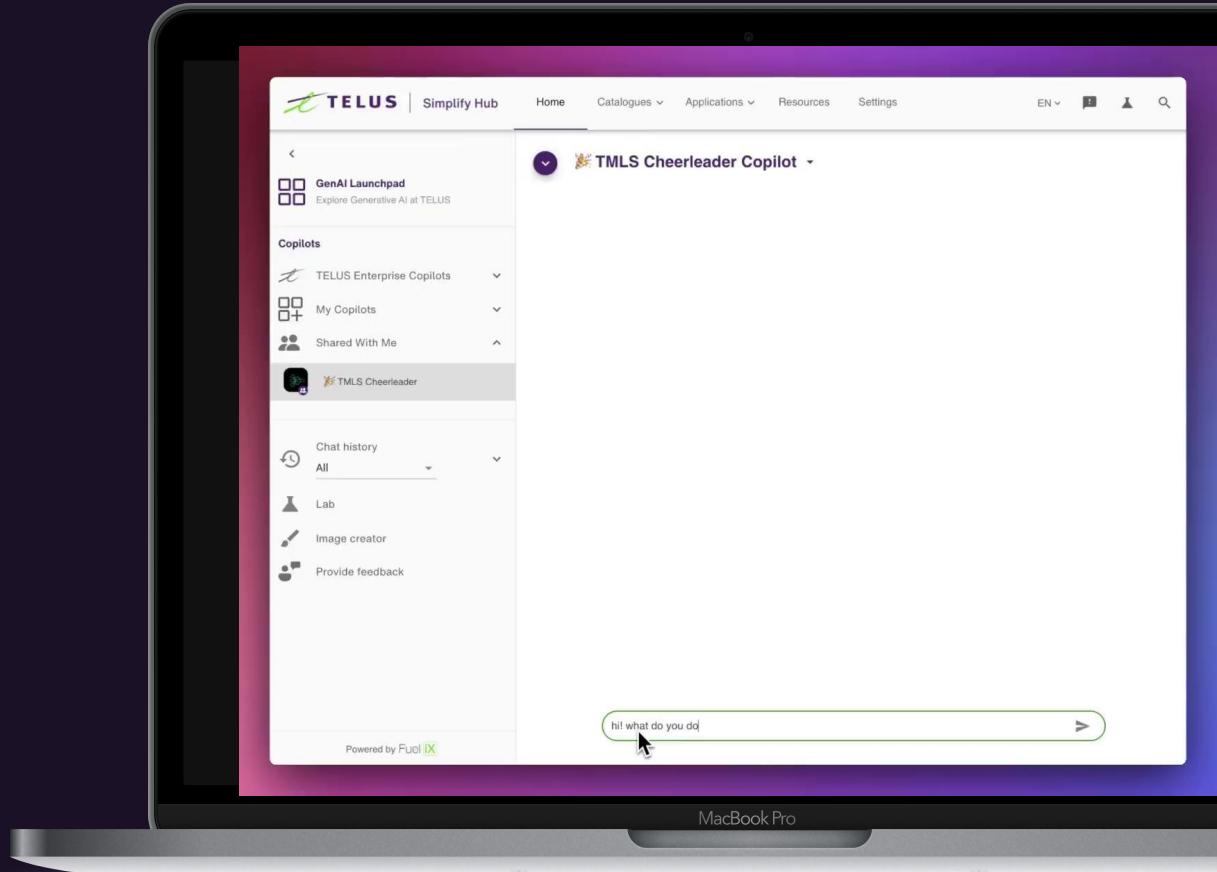
- Copilot Knowledge
- Copilot Sharing



# Copilots on the web

Fuel iX Apps

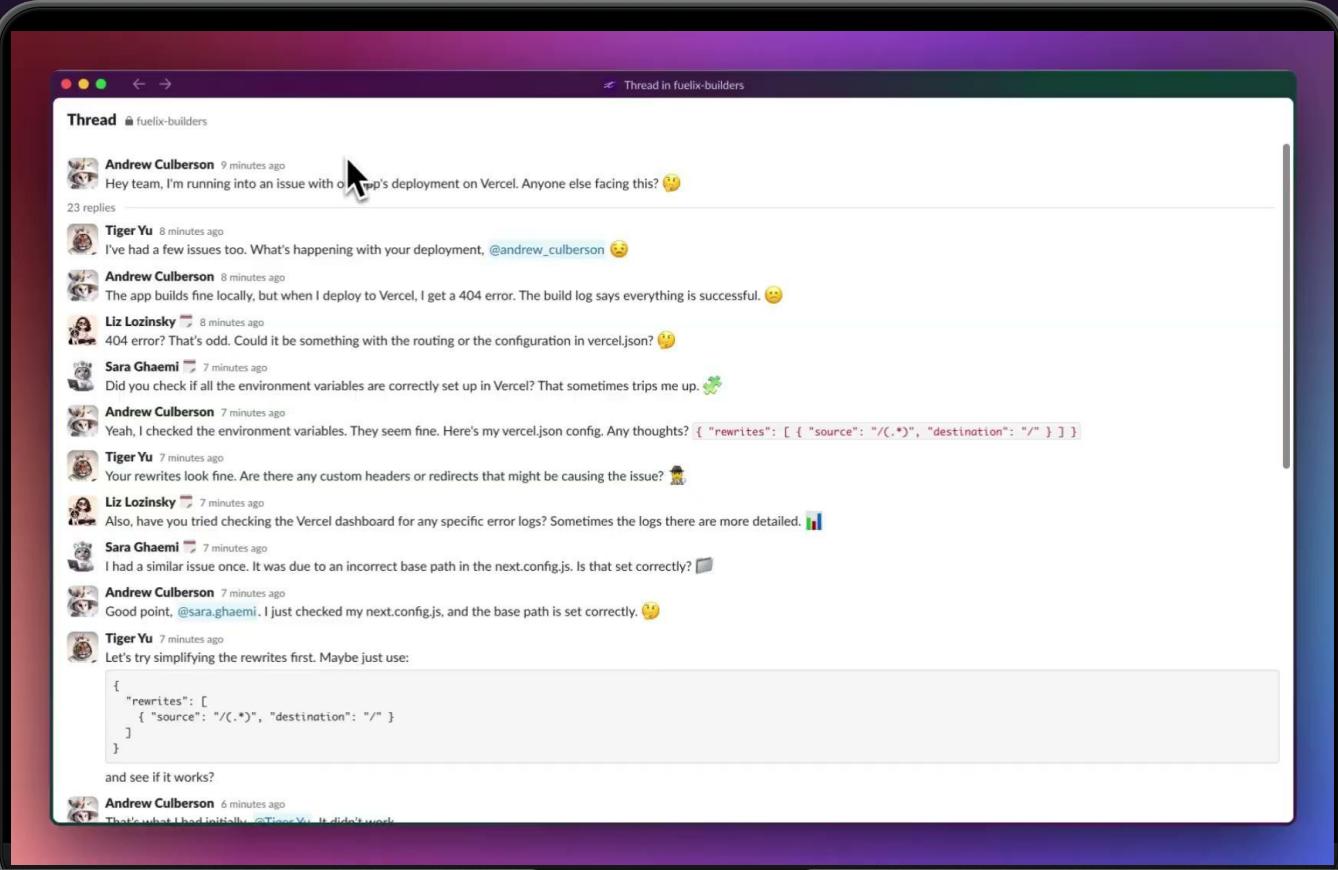
- Custom Copilot Creation:
- Copilot Knowledge
- Copilot Sharing



# Copilots in Slack

Fuel [IX] Apps

 Summarizing  
multi-user threads



Thread in fuelix-builders

Andrew Culberson 9 minutes ago Hey team, I'm running into an issue with our app's deployment on Vercel. Anyone else facing this? 😬

Tiger Yu 8 minutes ago I've had a few issues too. What's happening with your deployment, @andrew\_culberson 😬

Andrew Culberson 8 minutes ago The app builds fine locally, but when I deploy to Vercel, I get a 404 error. The build log says everything is successful. 😬

Liz Lozinsky 8 minutes ago 404 error? That's odd. Could it be something with the routing or the configuration in `vercel.json`? 😬

Sara Ghaemi 7 minutes ago Did you check if all the environment variables are correctly set up in Vercel? That sometimes trips me up. 🧩

Andrew Culberson 7 minutes ago Yeah, I checked the environment variables. They seem fine. Here's my `vercel.json` config. Any thoughts? `{ "rewrites": [ { "source": "/(.*)", "destination": "/" } ] }`

Tiger Yu 7 minutes ago Your rewrites look fine. Are there any custom headers or redirects that might be causing the issue? 🧐

Liz Lozinsky 7 minutes ago Also, have you tried checking the Vercel dashboard for any specific error logs? Sometimes the logs there are more detailed. 📈

Sara Ghaemi 7 minutes ago I had a similar issue once. It was due to an incorrect base path in the `next.config.js`. Is that set correctly? 📈

Andrew Culberson 7 minutes ago Good point, @sara.ghaemi. I just checked my `next.config.js`, and the base path is set correctly. 😊

Tiger Yu 7 minutes ago Let's try simplifying the rewrites first. Maybe just use:

```
{  
  "rewrites": [  
    { "source": "/(.*)", "destination": "/" }  
  ]  
}
```

and see if it works?

Andrew Culberson 6 minutes ago That's what I had initially. ⏪ Times Vercel didn't work.

# Copilots in Slack

Fuel [IX] Apps

Summarizing  
multi-user threads

Thread in fuelix-builders

```
"rewrites": [
  { "source": "/(.*)", "destination": "/" }
]
```

and see if it works?

Andrew Culberson 11 minutes ago  
That's what I had initially. @Tiger Yu. It didn't work.

Liz Lozinsky 11 minutes ago  
Can you share the part of the build log where it says the build is successful? There might be a clue there.

Andrew Culberson 11 minutes ago  
Sure thing. Here it is: > [vercel build](#) > Success! The app has been deployed Nothing suspicious, right?

Sara Ghaemi 11 minutes ago  
Seems okay. Could it be a caching issue? Have you tried redeploying after clearing the cache?

Andrew Culberson 10 minutes ago  
Not yet. I'll give that a try. 🤞

Tiger Yu 10 minutes ago  
While you're at it, also check if there are any static files missing. Sometimes missing files cause 404s. 📁

Liz Lozinsky 11 minutes ago  
Another thing, @andrew\_culberson, can you access any other pages, or is it just the main route that's failing?

Andrew Culberson 11 minutes ago  
It's all routes. @lizloz. Every route gives a 404. 😞

Sara Ghaemi 11 minutes ago  
If it's all routes, it might be worth double-checking your framework version compatibility with Vercel. Some updates might have broken things.

Andrew Culberson 11 minutes ago  
I'll check the compatibility and clear the cache. Thanks for the suggestions, everyone! I'll update you shortly. 🙏

Tiger Yu 11 minutes ago  
Good luck, @andrew\_culberson! We're here if you need more help. 🤞 (edited)

Liz Lozinsky 10 minutes ago  
Fingers crossed! 🤞

Sara Ghaemi 10 minutes ago  
We'll get through this! 😊

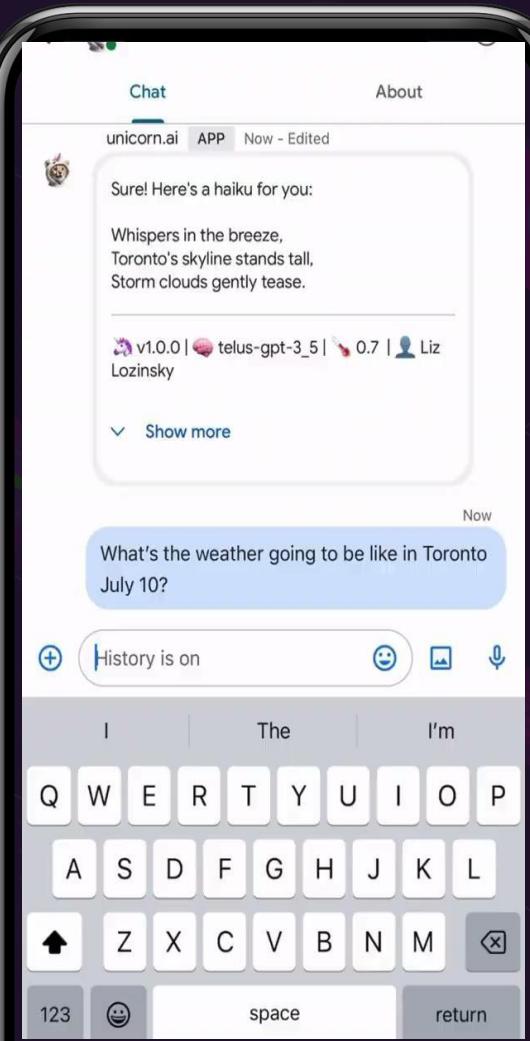
...

# Copilots in Google Chat

Function Calling:

Internet Search

Image Generation



Fuel iX Apps



# Fuel iX Lab

Experiment with  
the latest LLMs

Fuel iX Apps

The screenshot shows the Fuel iX Lab application running on a MacBook Pro. The interface is dark-themed with orange highlights. At the top right, there are language selection buttons (EN | FR) and a user profile (Liz Lozinsky). The main area displays a single panel titled "Panel 1 of 1". Inside the panel, a dropdown menu is open, showing the option "claude-3-5-sonnet". Below the dropdown, there is a message input field with the placeholder "Add a message to start". A small "X" icon is located above the message input field. At the bottom of the panel, there is a "Switch to Assistant" button with a gear icon and a "Type as user" input field. On the far left, there is a vertical sidebar with icons for a grid, a test tube, and a speech bubble. The bottom of the screen shows the MacBook Pro's trackpad and a dock with various application icons.

Fuel iX

Panel 1 of 1

claude-3-5-sonnet

No messages yet

Add a message to start

Switch to Assistant

Type as user

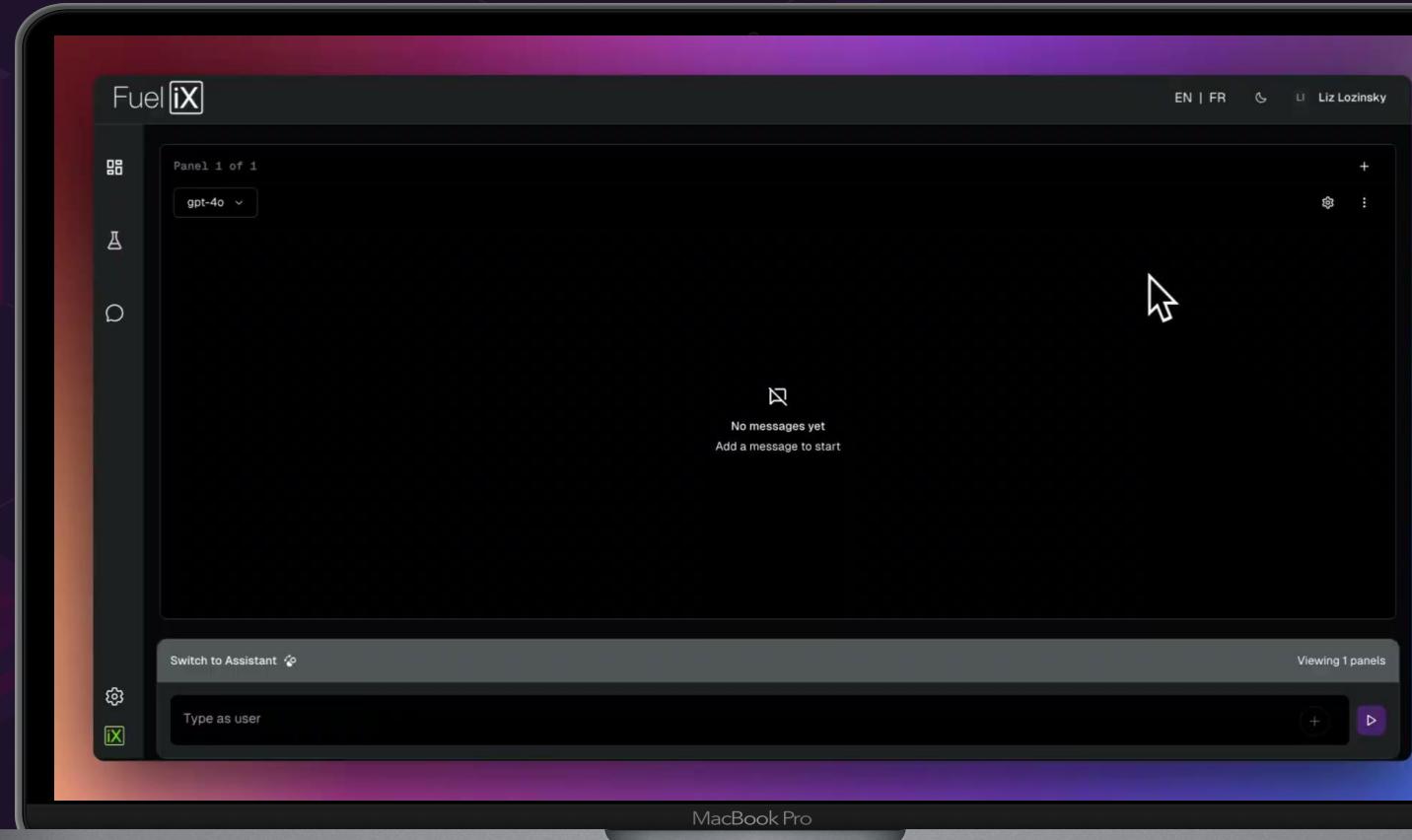
Viewing 1 panels

MacBook Pro

# Fuel iX Lab

Fuel iX Apps

Compare LLMs



# Fuel

## Thank you!

Ask us anything

Learn more  
[fuelix.ai](https://fuelix.ai)