Fuel iX

An Enterprise Grade Gen AI Platform

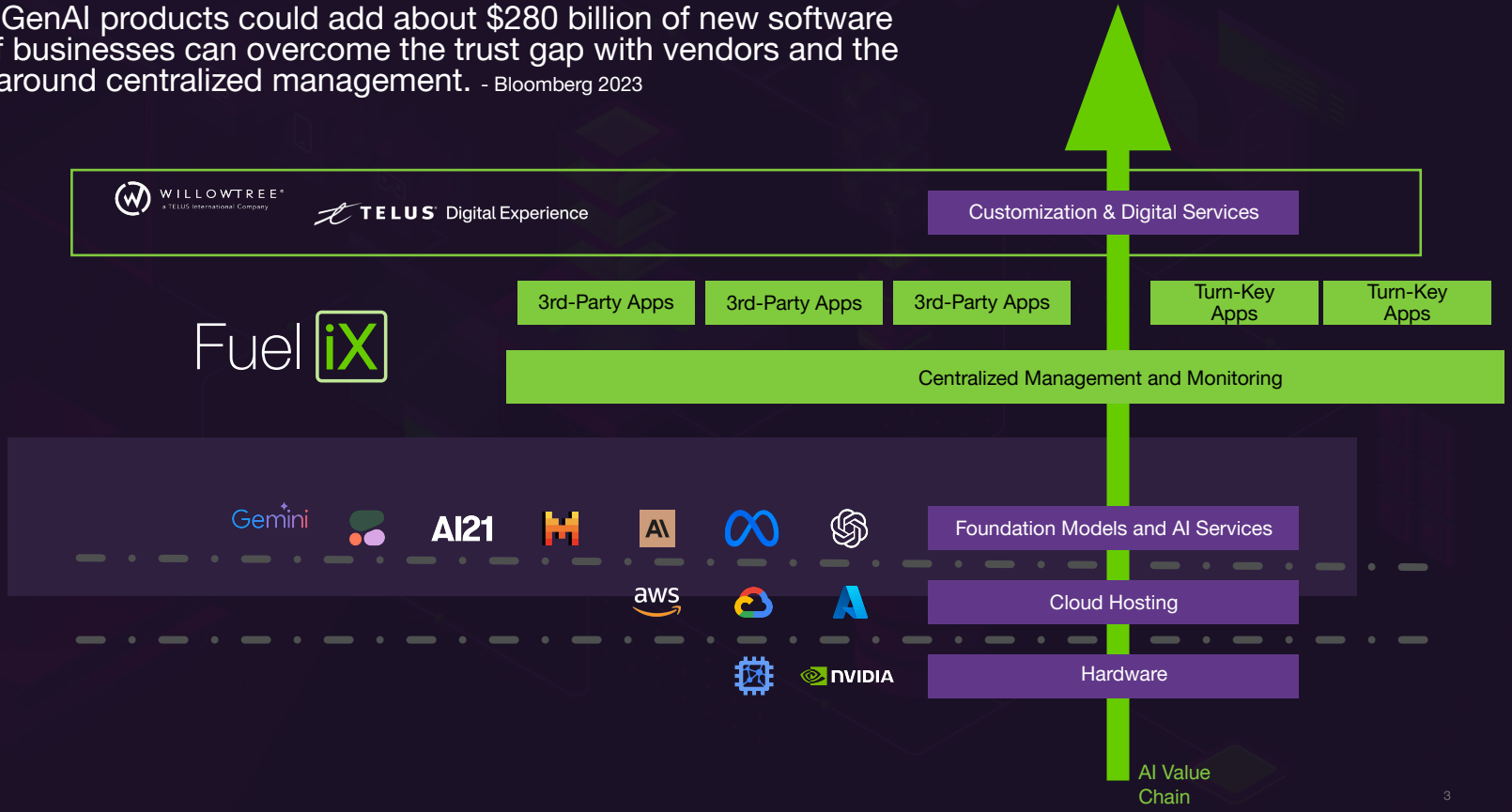
Liz Lozinsky &
Sara Ghaemi

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.

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

Fuel iX

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

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?

How do you manage and maintain it?

How do you make it trustworthy?

Flexible

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

Controllable

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

Trustworthy

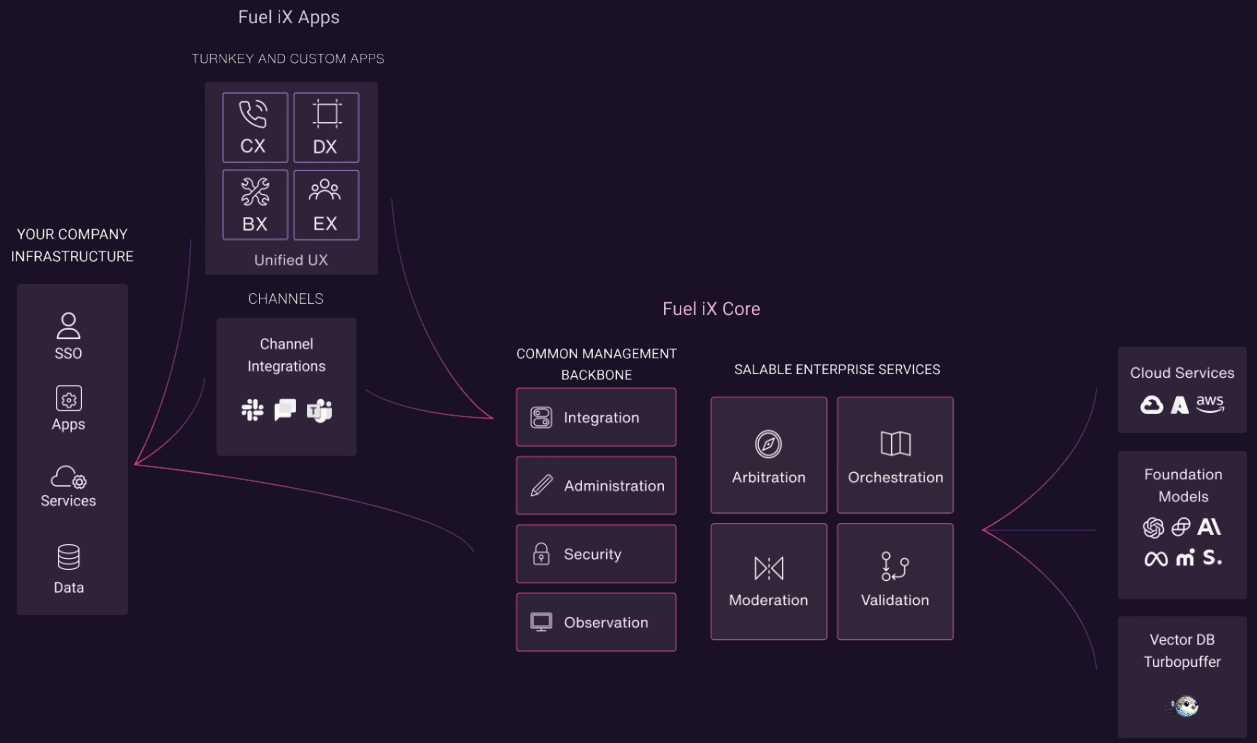
Fuel iX is a responsible-AI framework that provides **enterprise-grade security** and quality control measures to protect against malicious threats.

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 templatized or customized copilots, assistants, and agents built for specific business use cases.



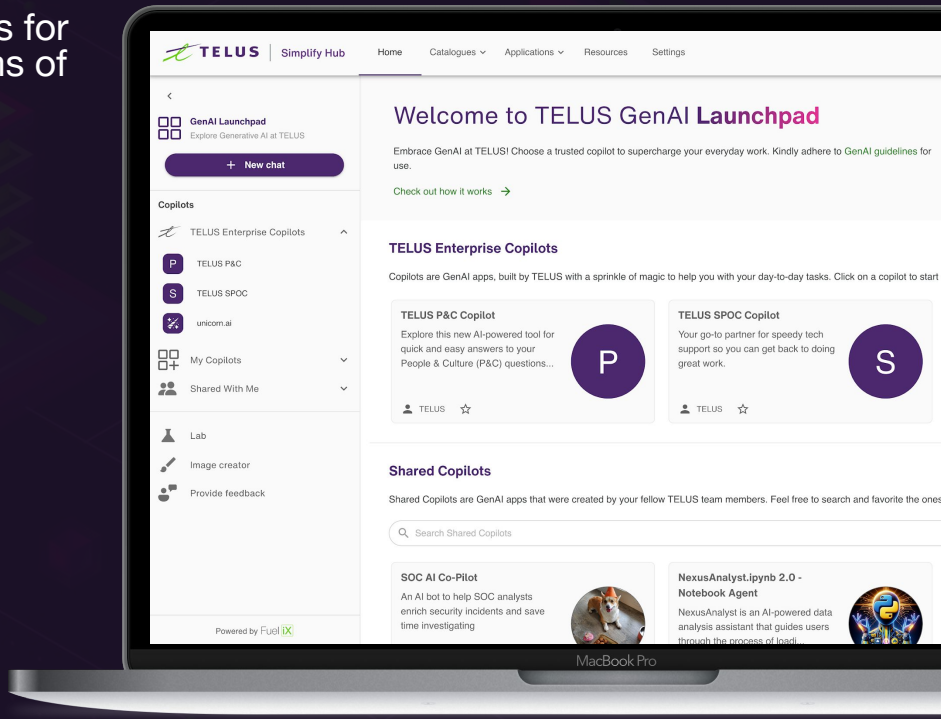
Fuel iX Apps: Copilot Experience

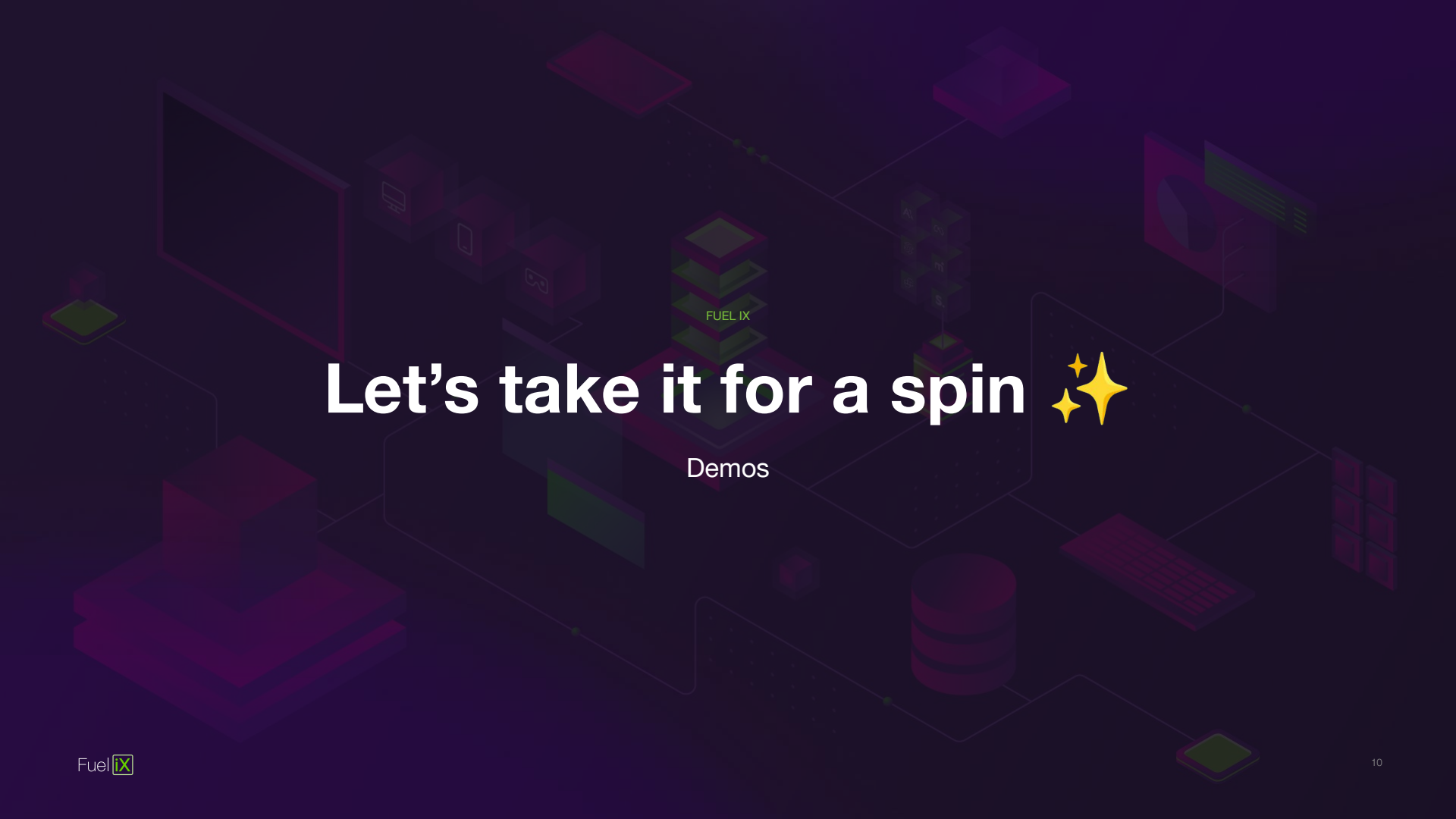
Fuel iX Apps

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



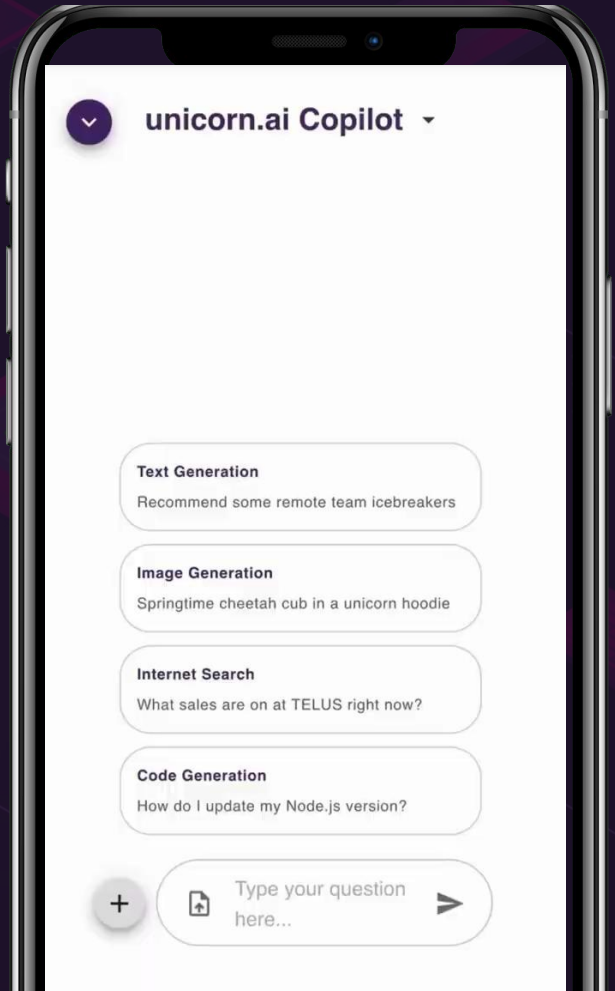

FUEL IX
Let’s take it for a spin ✨
Demos

Copilots on the web

Fuel iX Apps

🦄Generic Copilot: Unicorn AI

⬆️File Upload
🧠 Document intelligence



Copilots on the web

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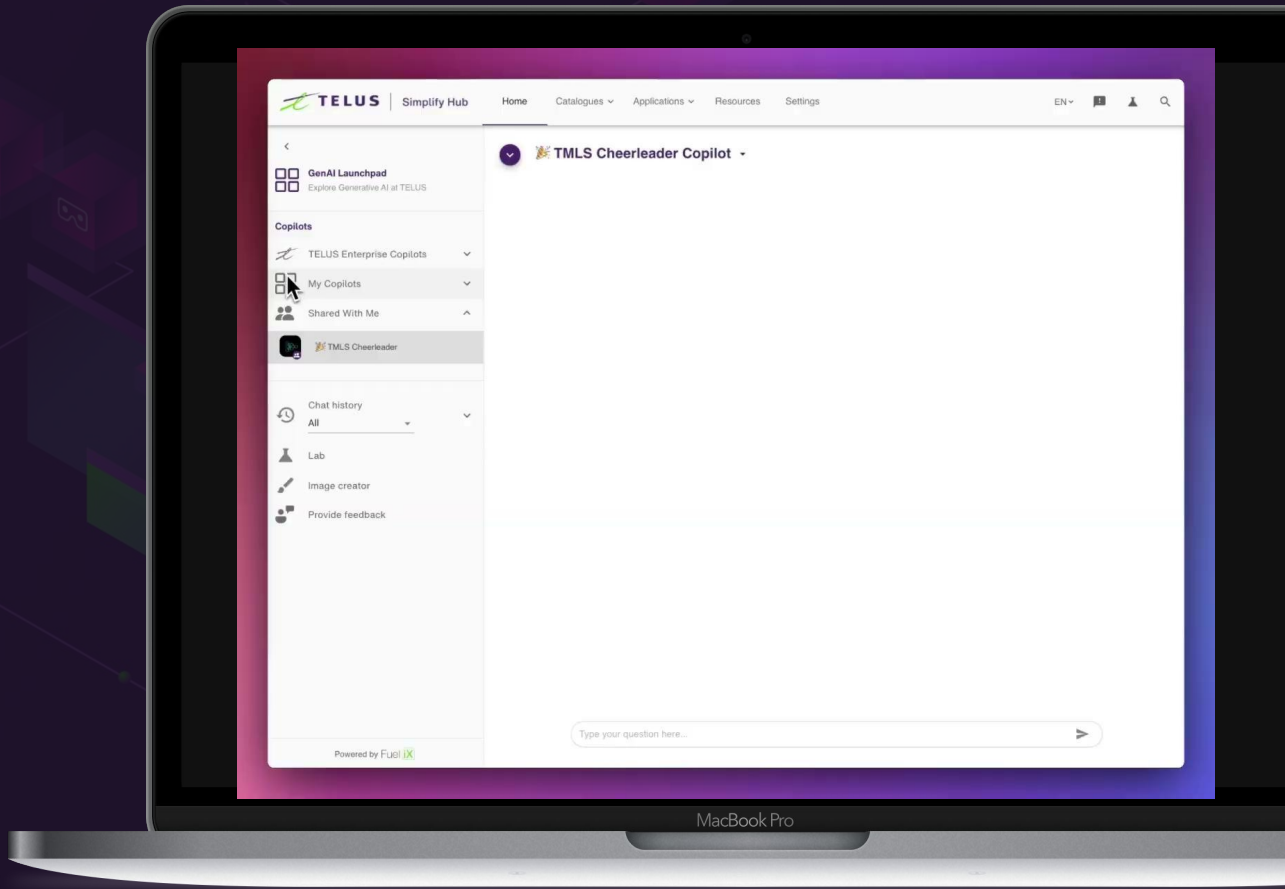
🪄 Custom Copilot Creation:

🗂️ Copilot Knowledge
🔵 Copilot Sharing



Fuel iX

Copilots on the web

Fuel iX Apps

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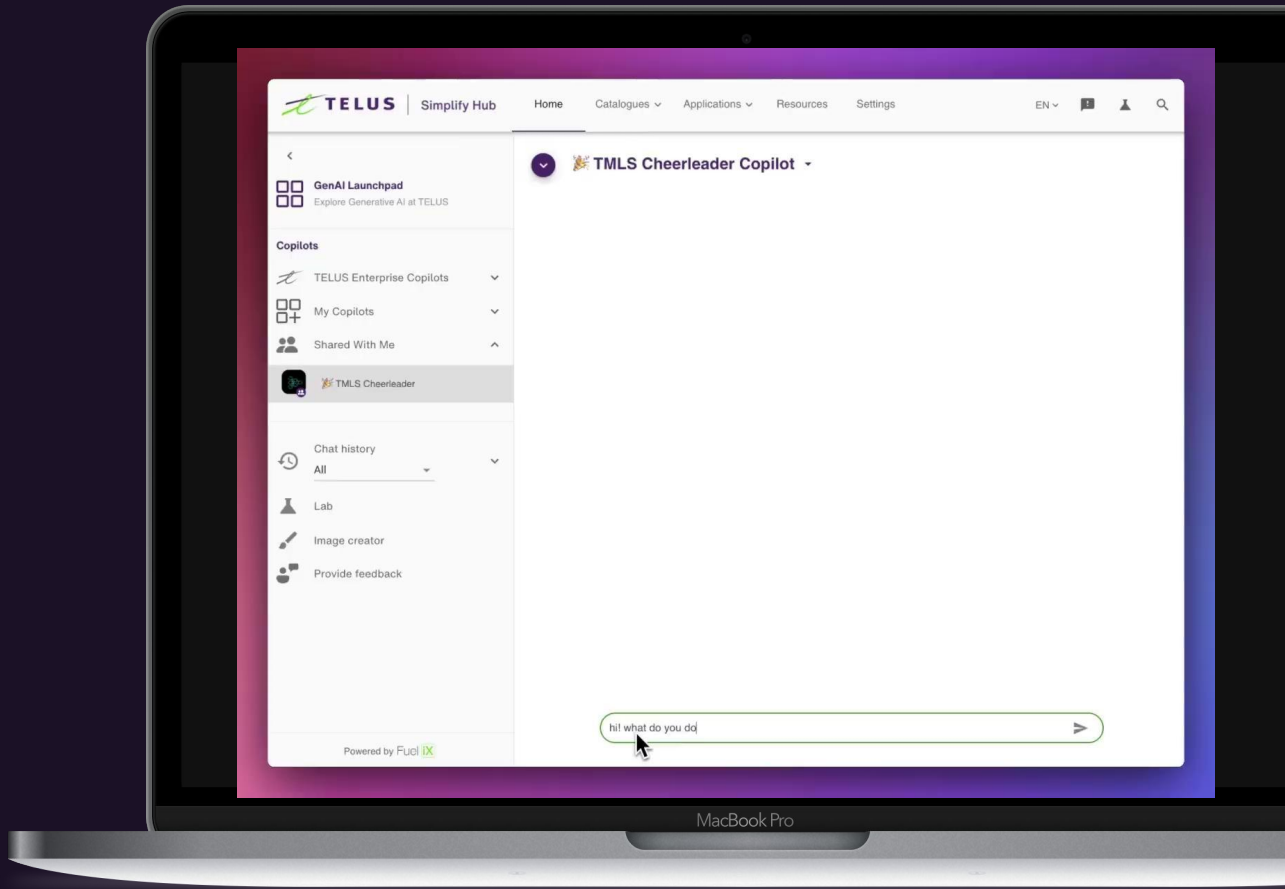

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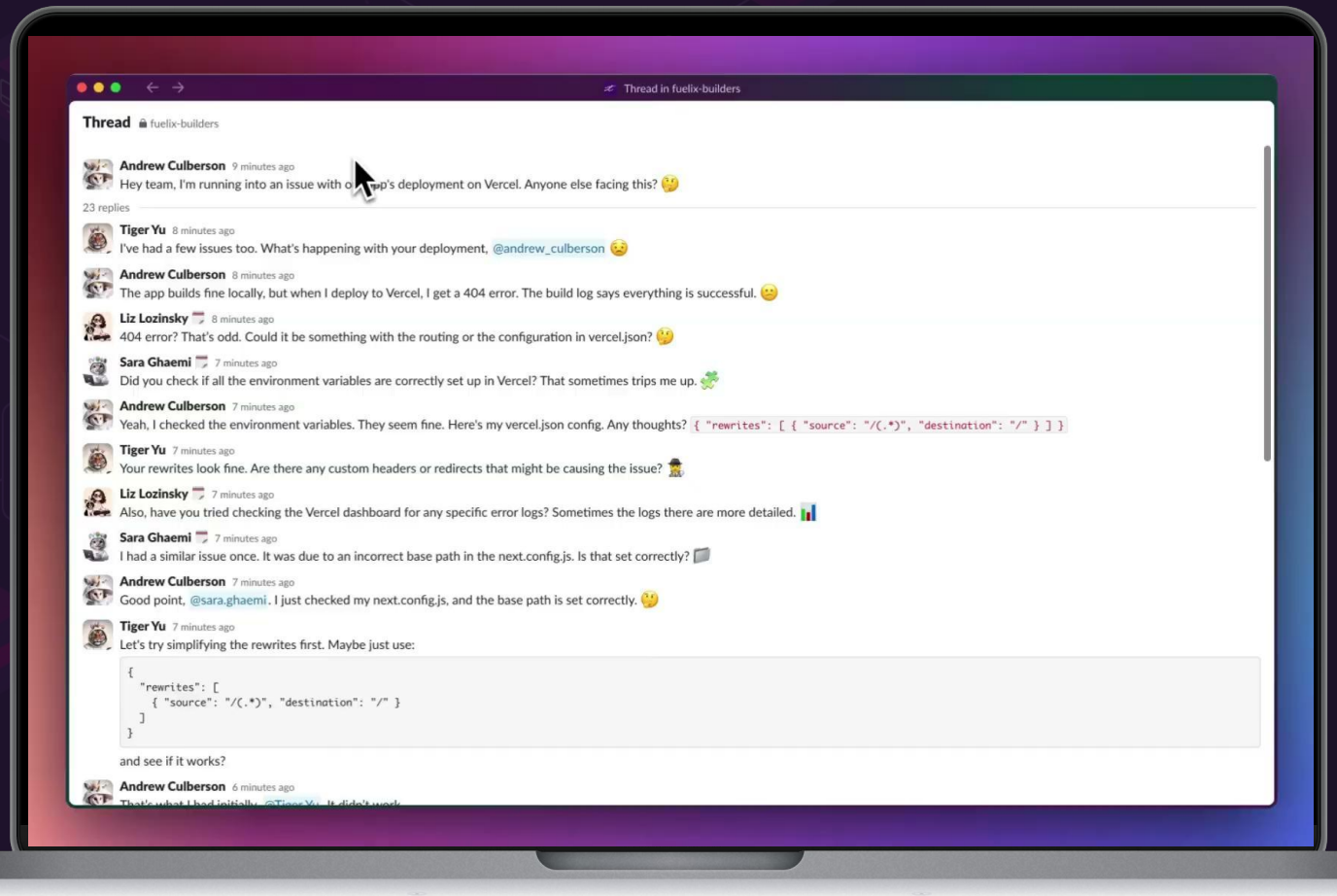
Copilots in Slack

Fuel iX Apps

📝Summarizing multi-user threads



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Copilots in Slack

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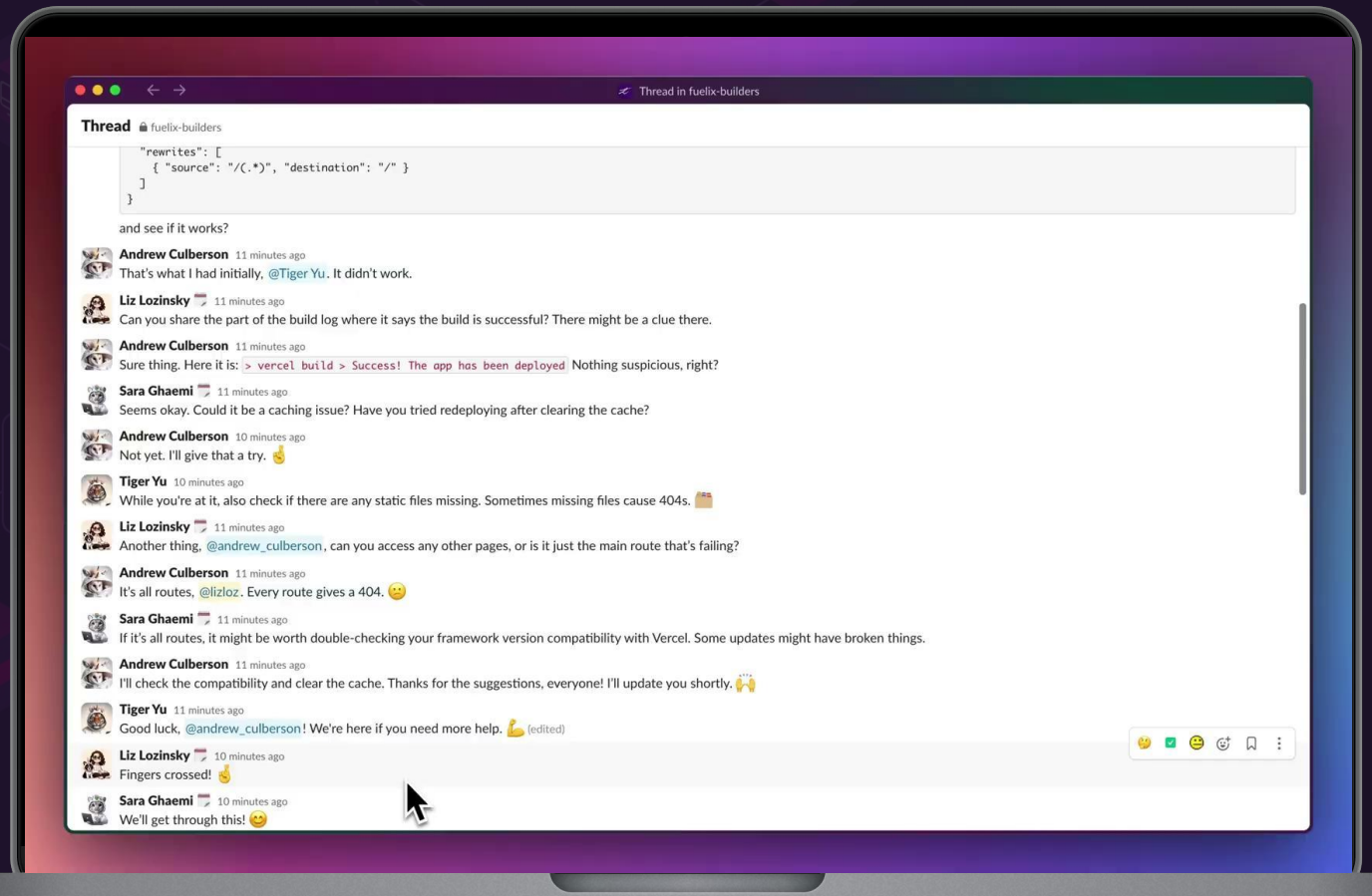

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Copilots in Google Chat

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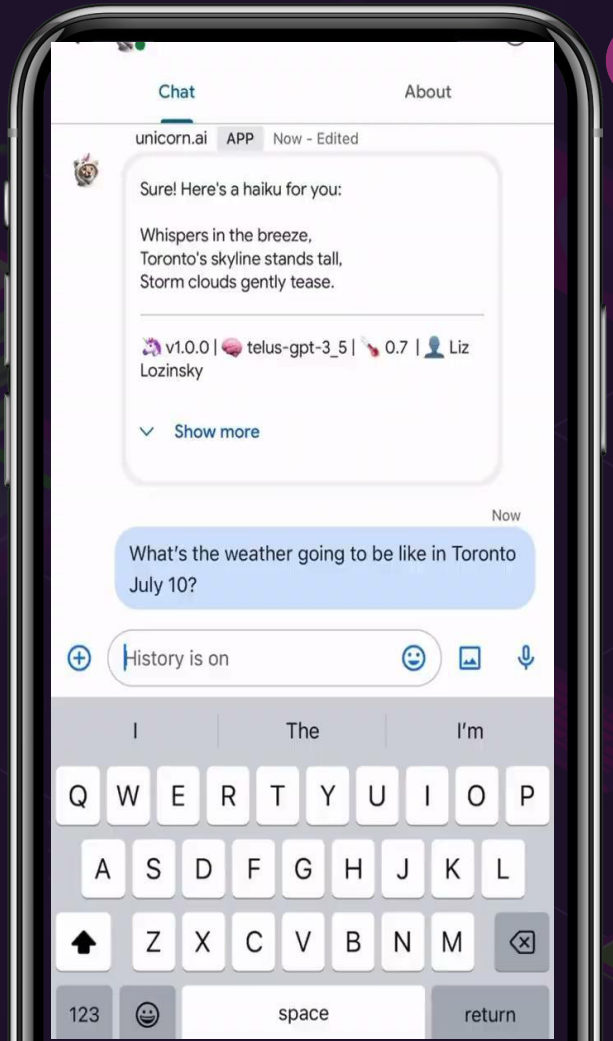
🔧 Function Calling:

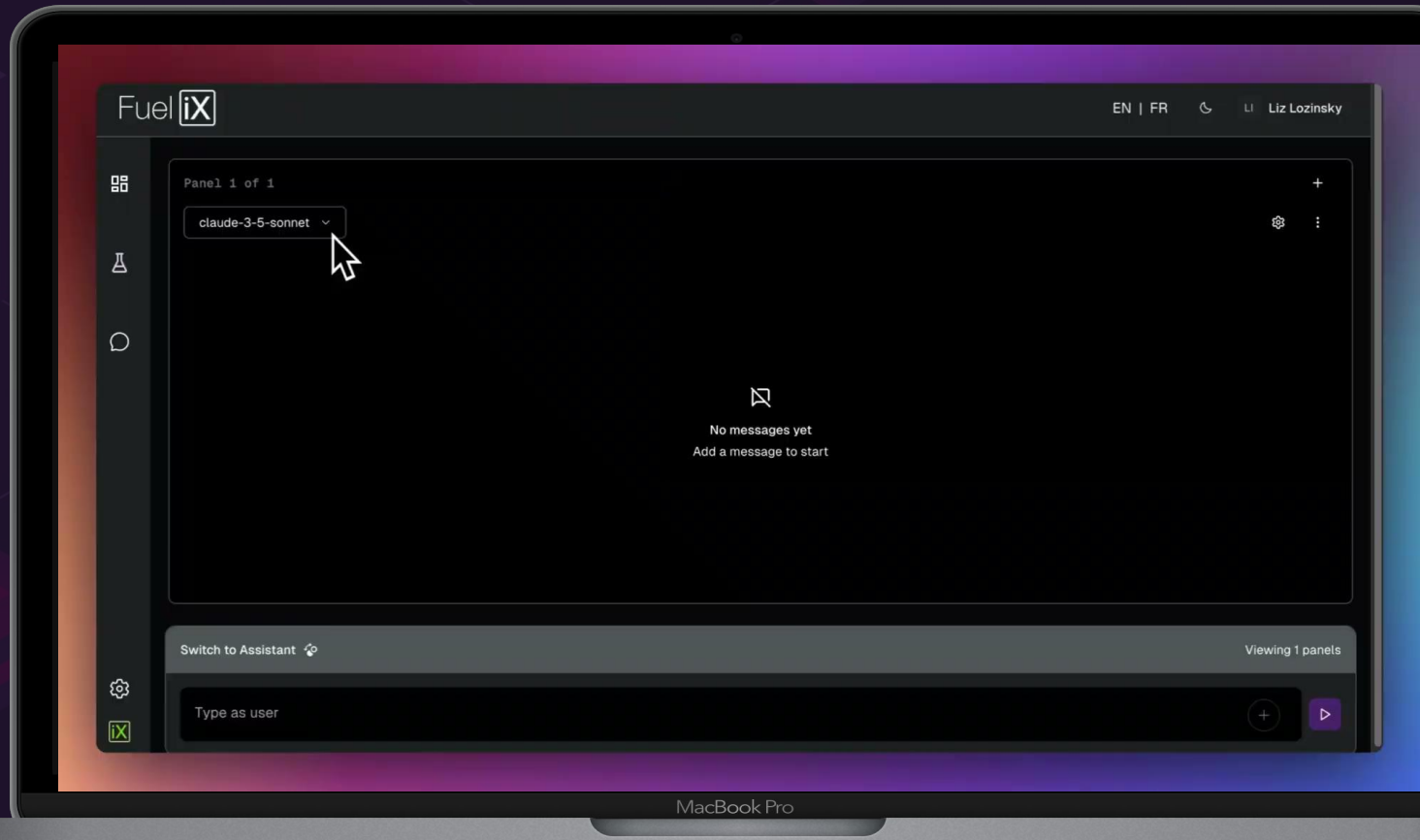
🌐Internet Search
🖼️Image Generation



Fuel iX Lab

Fuel iX Apps

🔬 Experiment with the latest LLMs

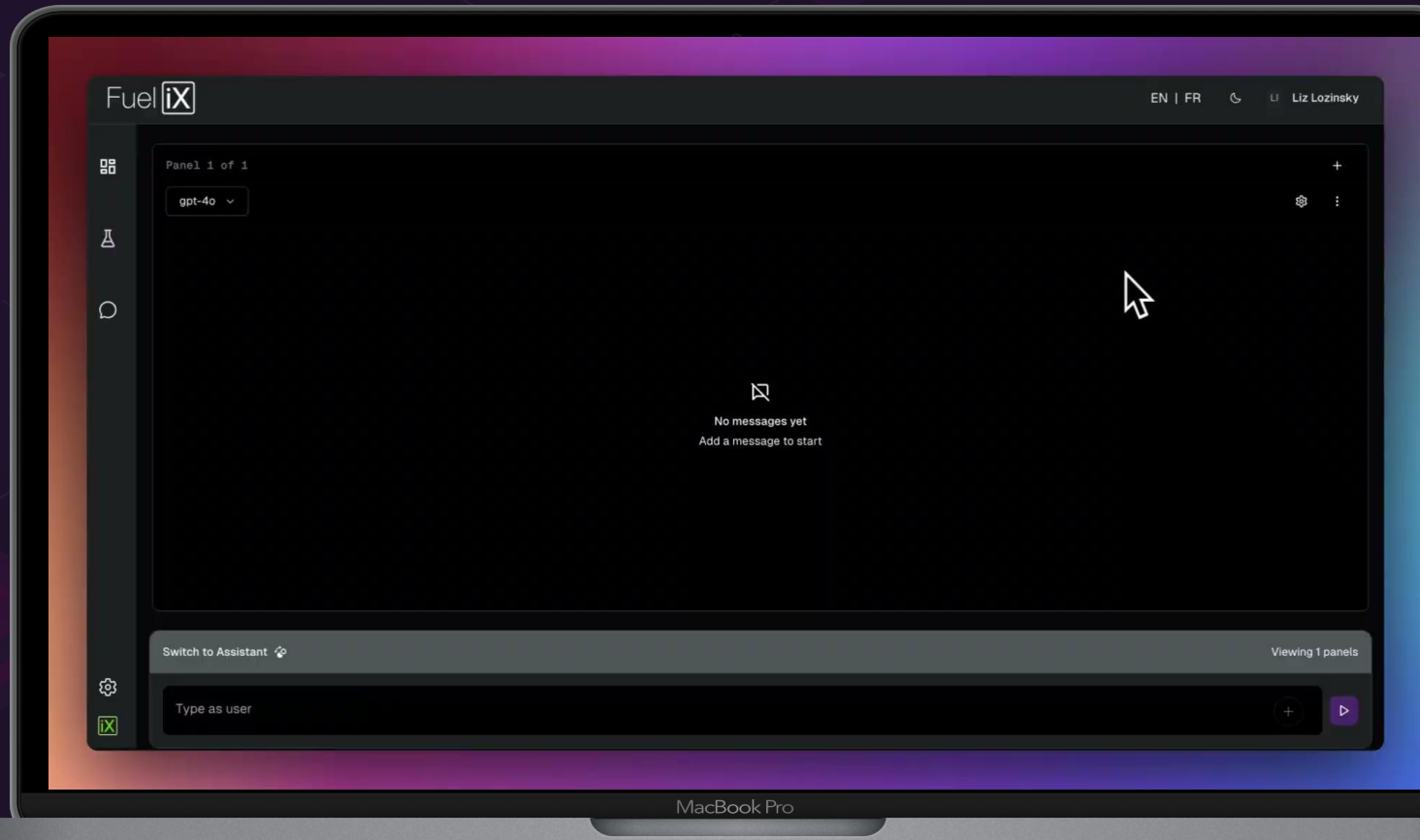


Fuel iX

Fuel iX Lab

Fuel iX Apps

↔️ Compare LLMs



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Thank you!

Ask us anything

Learn more

fuelix.ai