



# Fuel iX

An Enterprise Grade Gen AI Platform

# 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

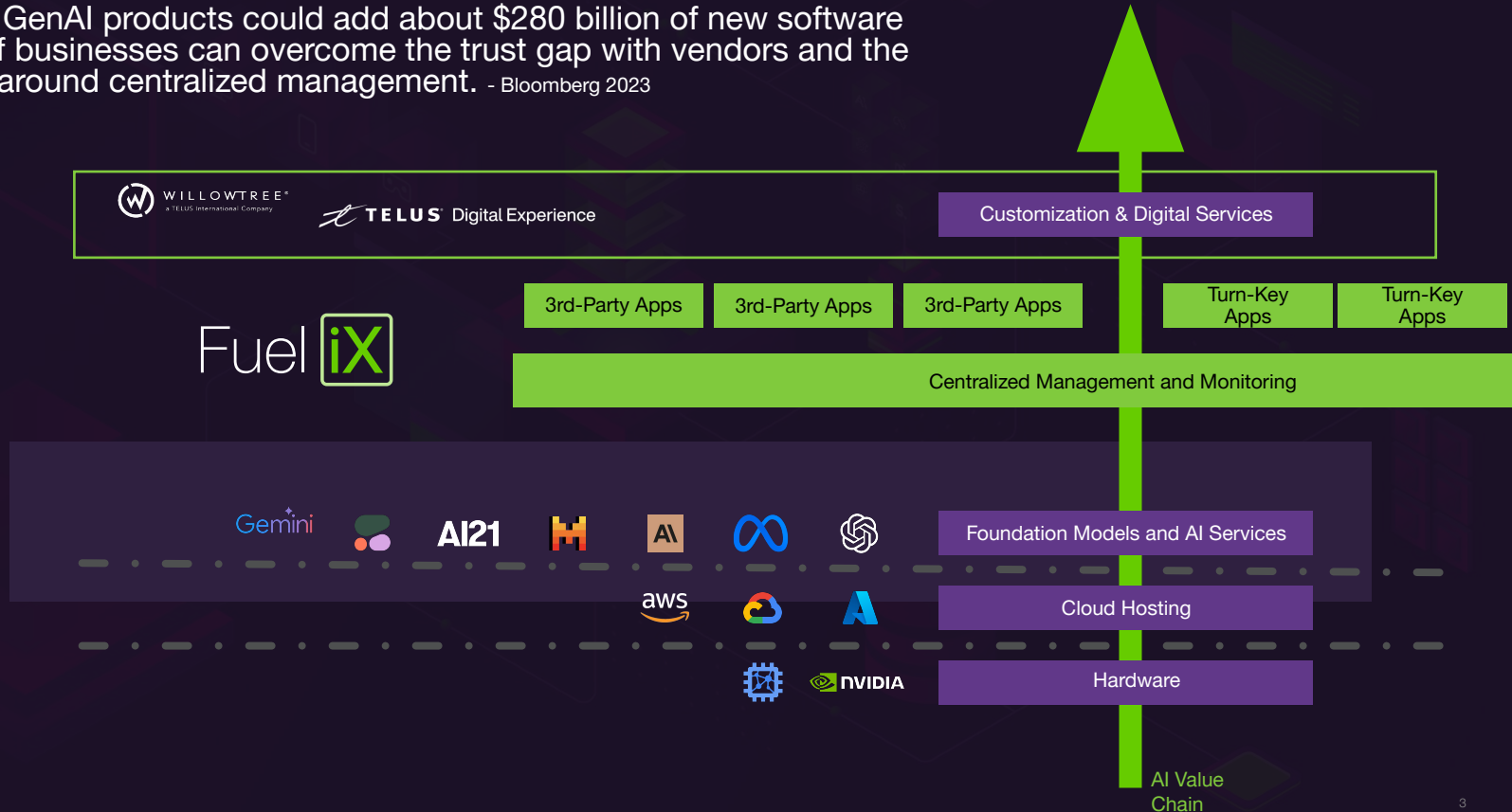
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 TELUS® Digital Experience



# 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

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 Responsible AI framework and commitment

 Data Enablement Plan


 Data literacy, 500+ Data Stewards

## We continue to advance our work, learning constantly

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 Thousands trained in prompt engineering

 Responsible AI squad

 Testing and implementing governance tooling

## Responsible AI in action: GenAI is a 'team sport'

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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?

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

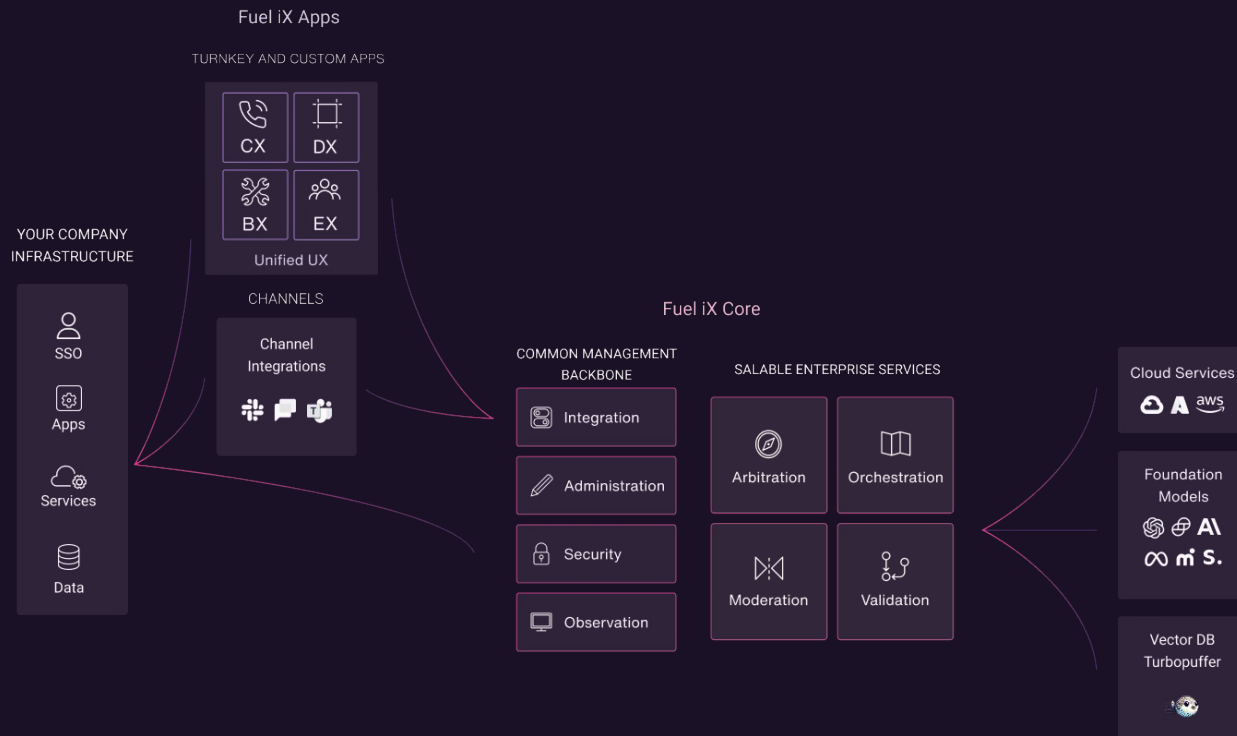
Fuel iX is a responsible-AI framework that provides **enterprise-grade security** and quality control measures to protect against malicious threats.

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





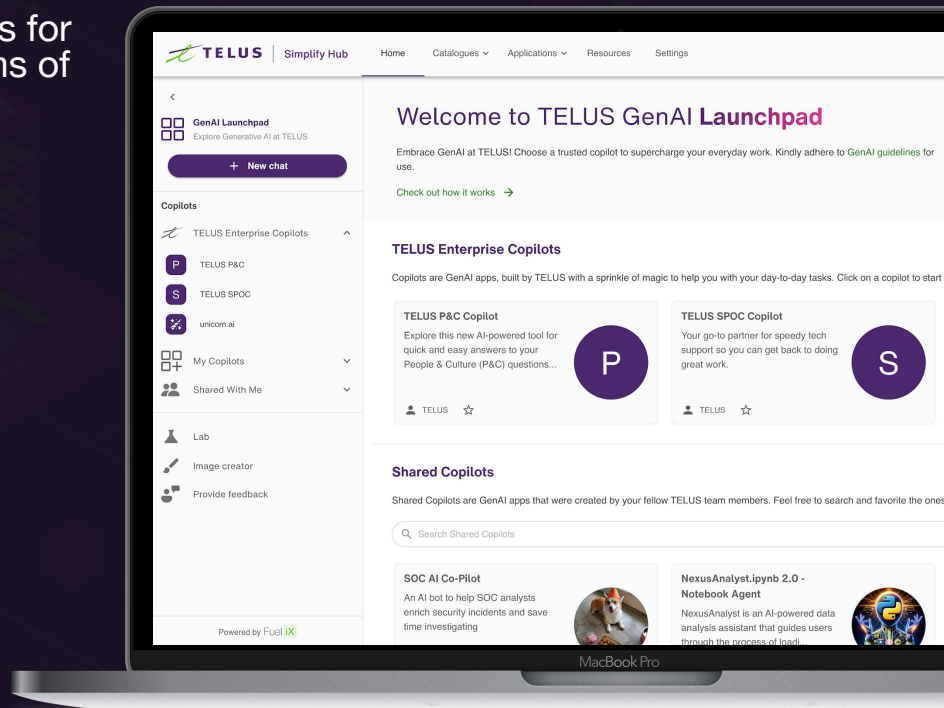
# Fuel iX Apps: Copilot Experience

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





Let's take it for a spin ✨

Demos



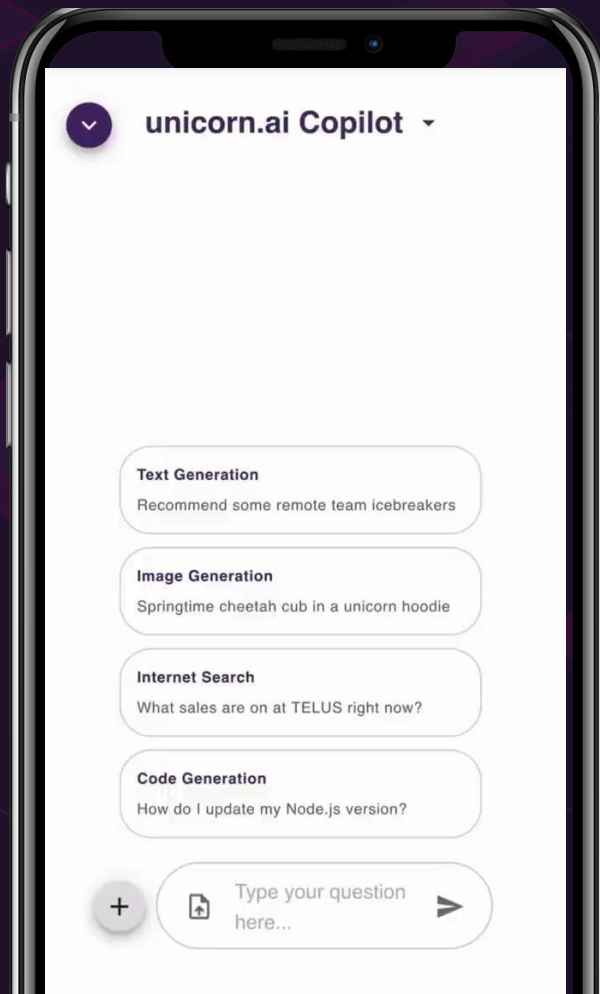
# Copilots on the web

Fuel **iX** Apps

 Generic Copilot: Unicorn AI

 File Upload



 Document intelligence

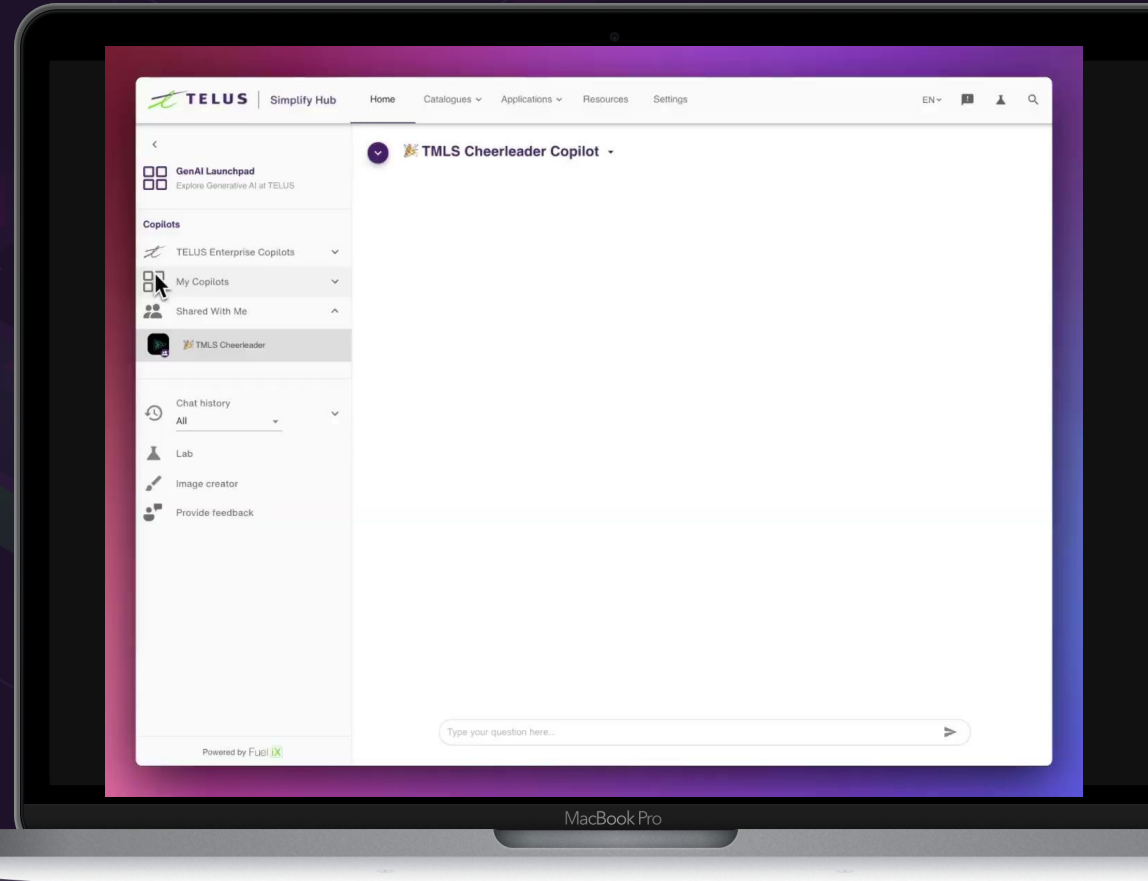


# Copilots on the web

Fuel  Apps

## Custom Copilot Creation:



-  Copilot Knowledge
-  Copilot Sharing

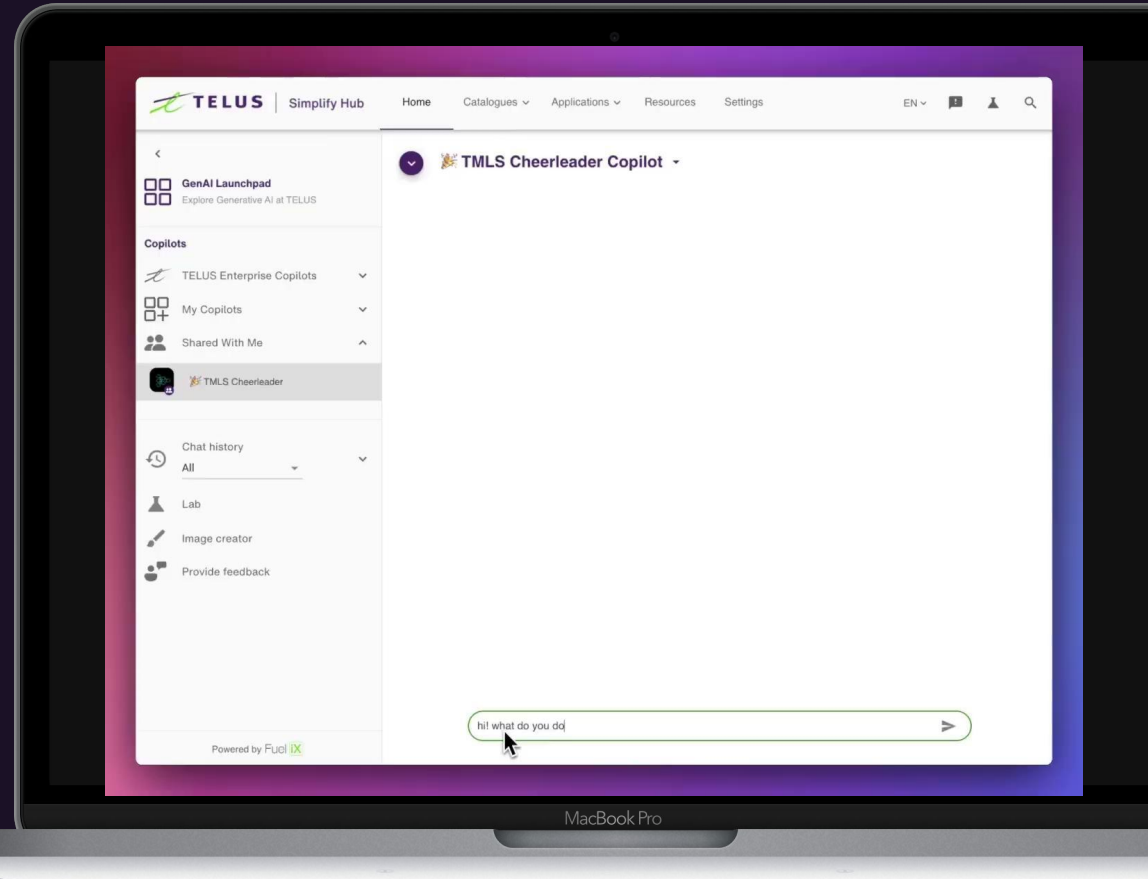


# Copilots on the web

Fuel  Apps


## Custom Copilot Creation:

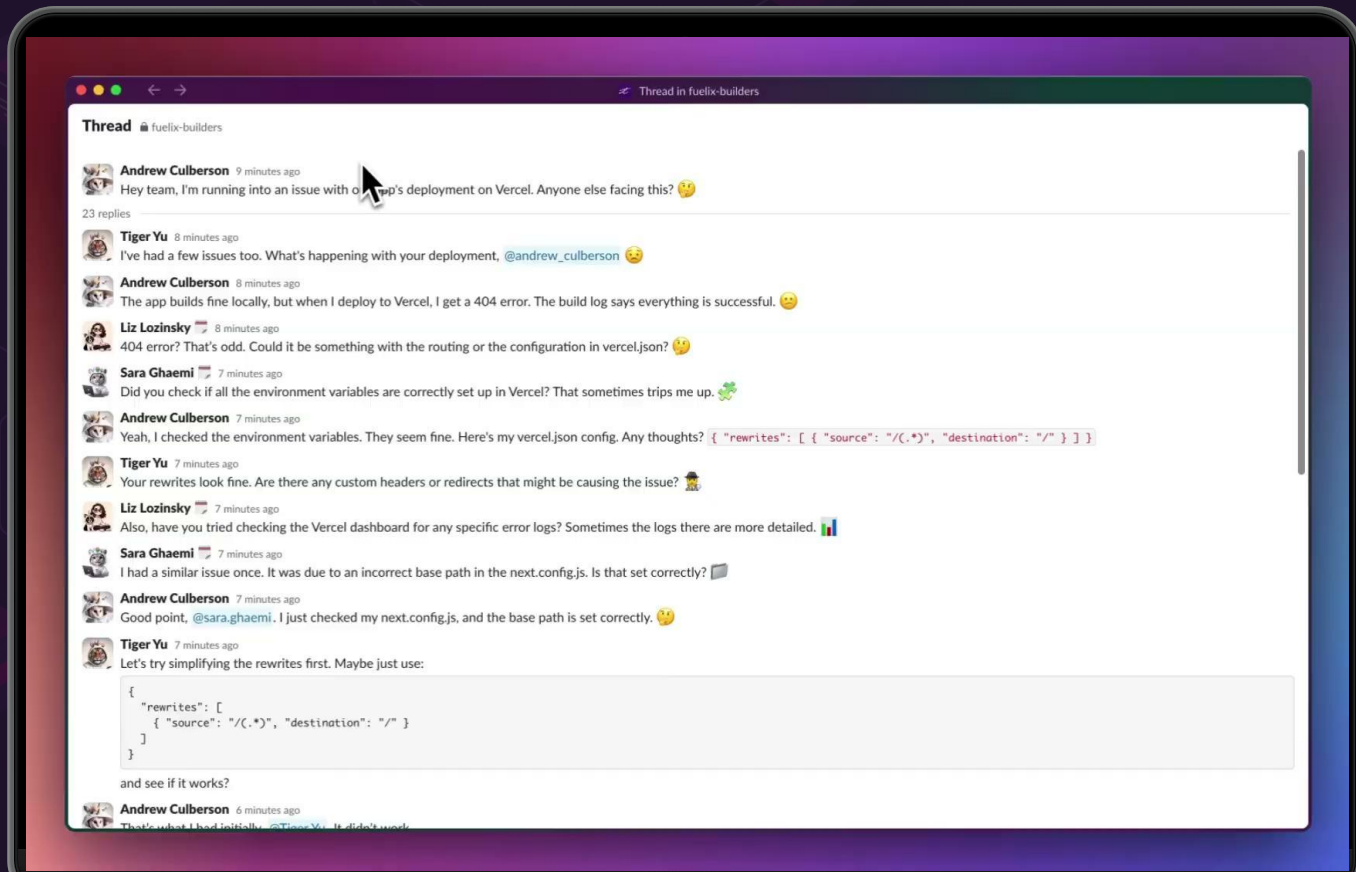
-  Copilot Knowledge
-  Copilot Sharing



# Copilots in Slack

Fuel **iX** Apps

 Summarizing  
multi-user threads



Thread fuelix-builders

**Andrew Culberson** 9 minutes ago  
Hey team, I'm running into an issue with o...p's deployment on Vercel. Anyone else facing this? 🤔

23 replies

**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": "/" }
  ]
}
```

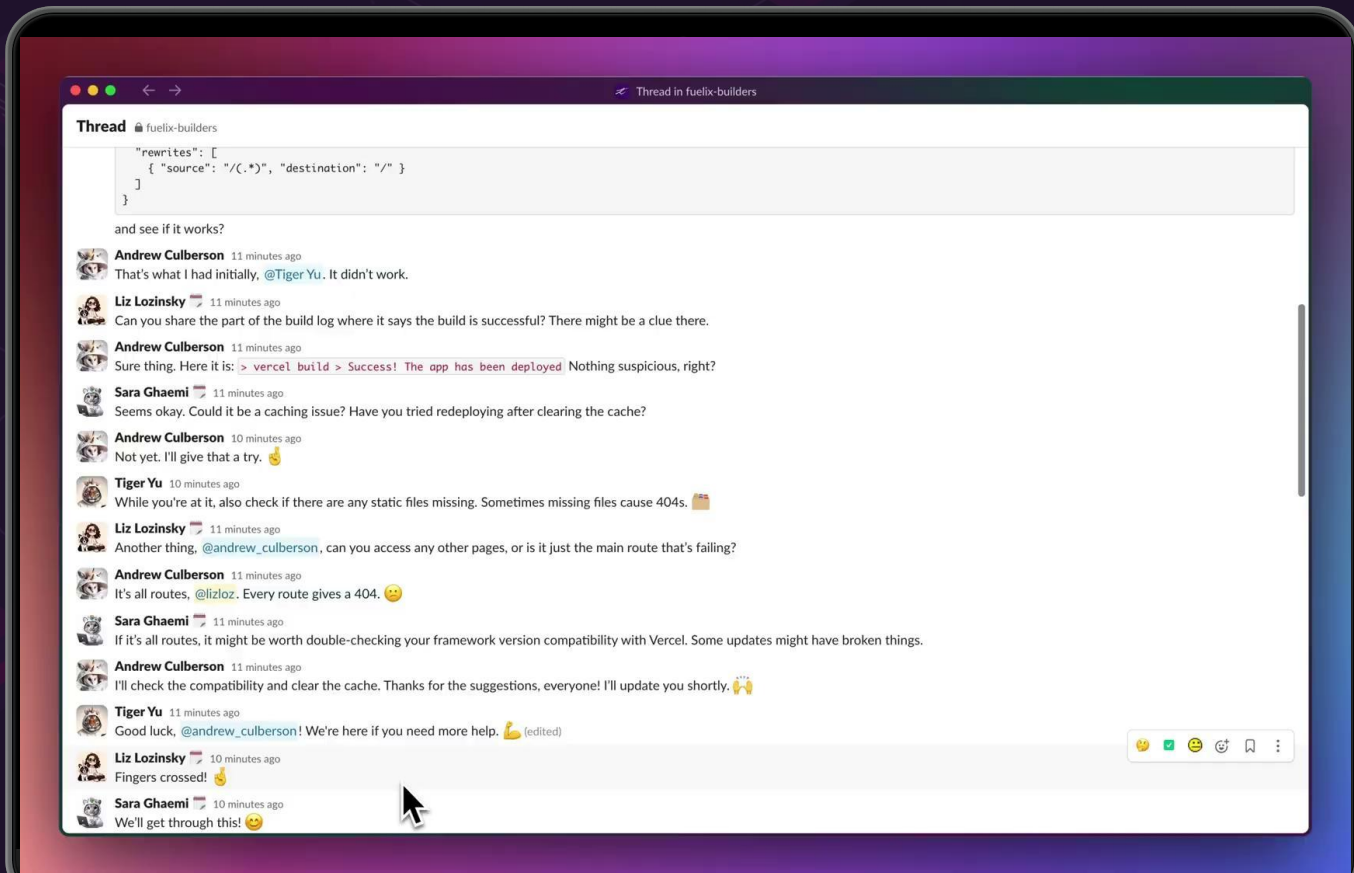
and see if it works?

**Andrew Culberson** 6 minutes ago  
That's what I had initially. @Tiger Yu, it didn't work.

# Copilots in Slack

Fuel **iX** Apps

Summarizing  
multi-user threads



The laptop screen shows a Slack interface with a thread titled "Thread in fuelix-builders". The thread contains a code block and a series of messages from several users.

```
"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! 🙏

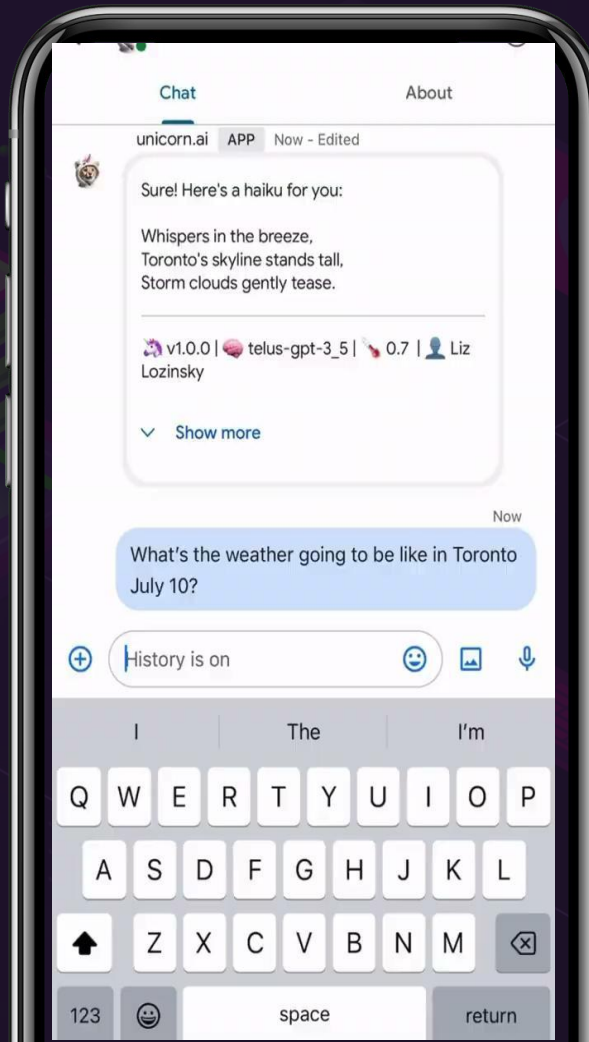
**Sara Ghaemi** 10 minutes ago  
We'll get through this! 😊

# Copilots in Google Chat

🔧 Function Calling:

🌐 Internet Search

🖼️ Image Generation



Fuel **iX** Apps

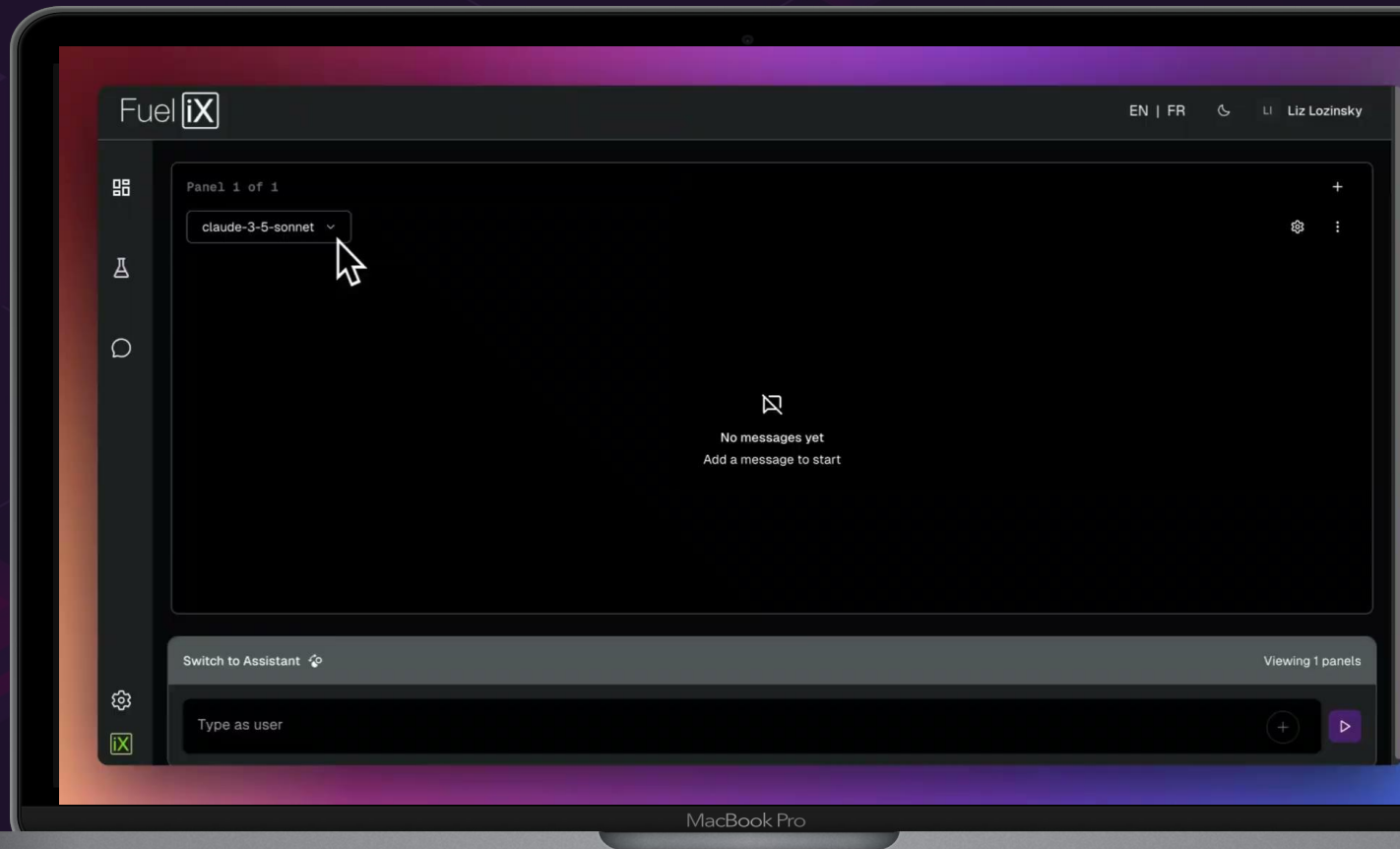




# Fuel iX Lab

Fuel **iX** Apps

 Experiment with  
the latest LLMs

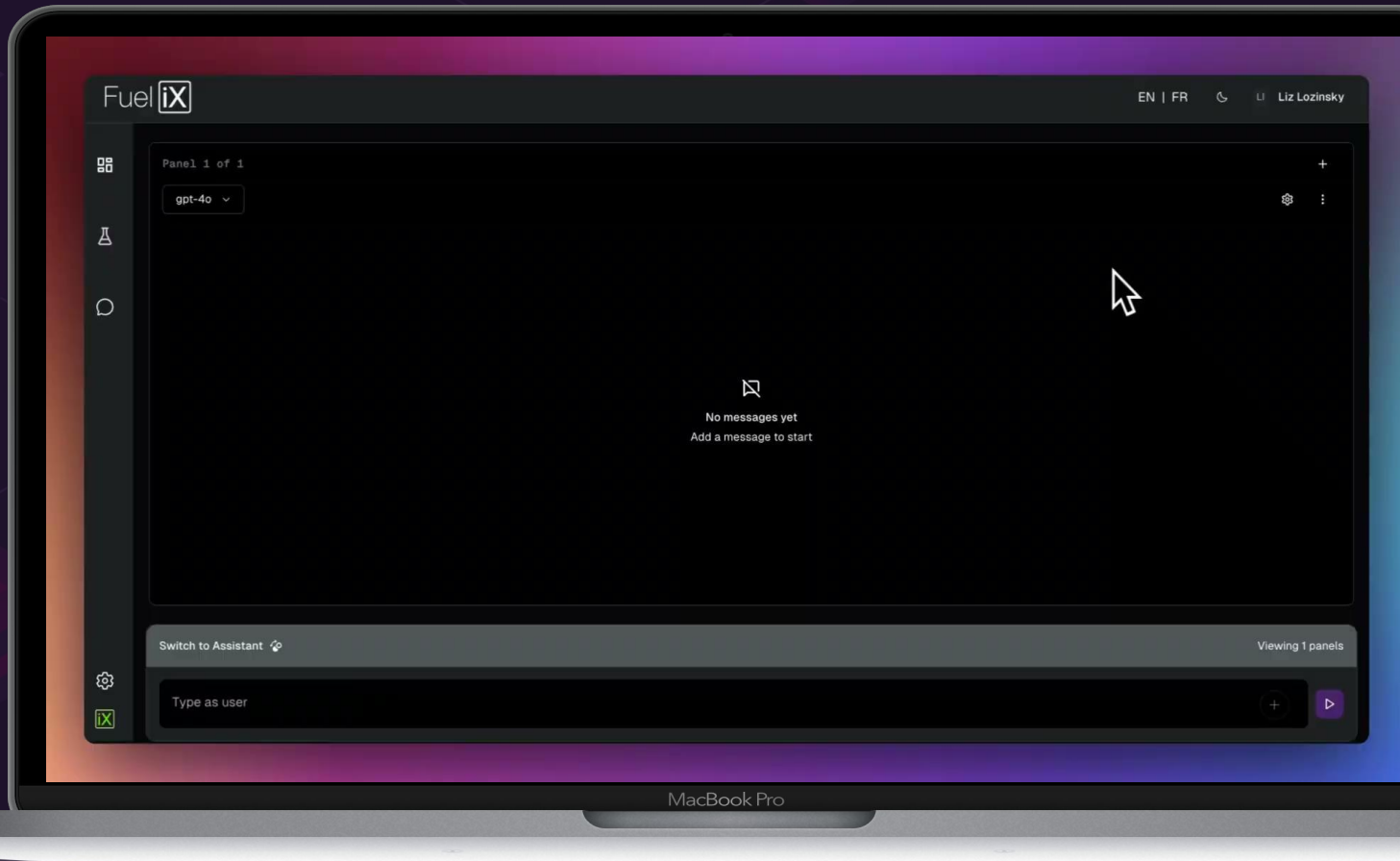




# Fuel iX Lab

Fuel iX Apps

↔ Compare LLMs



Fuel iX



# Thank you!

Ask us anything

Learn more

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