

# BT Group Launches GenAI Gateway to Accelerate AI Adoption

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**BT Group's Digital Unit** has announced the launch of **GenAI Gateway**, an innovative internal platform designed to harness the power of large language models (LLMs) from providers such as **Anthropic, Meta, Claude, Cohere, and Amazon**.

Built in collaboration with [AWS](#) and utilizing Amazon Bedrock, Amazon SageMaker, and AWS Professional Services capabilities, GenAI Gateway provides secure, private access to a range of natural-language processing and large language models. This platform is a critical tool for BT Group as it embeds AI into its business operations.

The GenAI Gateway addresses the challenges associated with ad-hoc use of LLMs, including cost control, security, privacy, and model performance. By centralizing LLM management, GenAI Gateway helps BT Group optimize resource allocation, reduce risks, and ensure ethical AI usage.

## The platform offers several key benefits:

- **Centralized management:** GenAI Gateway provides a consolidated platform for managing LLMs, reducing duplication of effort and resources.
- **Secure access:** The platform uses secure APIs to protect sensitive data and ensure compliance with privacy regulations.
- **Flexibility and scalability:** GenAI Gateway supports a variety of LLMs and can be easily scaled to meet changing needs.

- **Cost-effective:** The platform offers per-use case billing, enabling efficient resource allocation and cost management.
- **Ethical AI:** GenAI Gateway incorporates guardrails to prevent unintended consequences and ensure ethical AI usage.

GenAI Gateway is one of several key enablers for BT Group's AI-enabled enterprise strategy. It will be used in conjunction with BT Group's "data fabric" data management platform to enforce governing policies for data usage, access control, and data sovereignty restrictions.

The GenAI Gateway is now live with initial beta use cases, including summarizing engineering notes for Openreach teams and supporting contract analysis for the Group's Business, legal, and procurement teams.

Fabio Cerone, GM EMEA Telco at AWS, said: "The BT Group GenAI Gateway is showcasing how enterprises can effectively deploy generative AI at scale and speed. It's been a brilliant, pioneering opportunity to collaborate and work backwards from the customer to provide a way to accelerate deployment of generative AI use cases into production with embedded security and compliance. The GenAI Gateway will trigger the flywheel effect in the adoption of generative AI, delivering quicker results for BT Group and its customers."

Deepika Adusumilli, Managing Director, Data & AI, BT Group's Digital Unit said: "AI is helping us reimagine the future of our company. We believe that where our data is a constant, we need flexibility with our LLMs. GenAI Gateway allows us to tap into this powerful new set of technologies at scale, in a way that is safe, responsible, flexible and scalable, delivering the ambition we have for AI to unlock the human potential within BT Group, today and in the future."

GenAI Gateway represents a significant step forward for BT Group in its journey towards becoming an AI-enabled enterprise. By providing a secure, flexible, and scalable platform for accessing and managing LLMs, GenAI Gateway will empower BT Group to unlock the human potential within the organization and drive innovation.