

SHELBY: **THE PRODUCTION** **RECORD**

An on-premises AI platform, from a first demo in September 2025 to five production deployments and a published fixed price — with the internal numbers we are not allowed to show you yet, left out.

Silviu Preoteasa · Soliber Net Limited, Dublin

OUR OWN PRODUCT. OUR OWN RECORD.

Shelby is built and operated by Amata Engineering Limited (CRO 752147, status Normal — register checked 4 October 2026), one of three separate Irish companies under common founders, disclosed on everything we publish.

It is also the platform Soliber's own AI agents run on. We sell what we operate; this is the dated record of operating it.

Where a claim rests on our own word rather than a document, this paper says so in the sentence that makes it.

DEMO → PRODUCTION → PUBLISHED PRICE

12 SEP 25

First Shelby concept demo to a prospective customer — the firm's own account; no contemporaneous document.

JAN 2026

First production deployment at an Irish enterprise — as published at aifactor.ie.

16 JUL 26

Earliest dated record of the €25–50k fixed pilot fee, in a partner term-sheet draft.

2 OCT 26

aifactor.ie relaunched Shelby-first; the fee goes public on the open page, not behind a form.

MODELS ON YOUR HARDWARE. CONTROLS ON EVERYTHING ELSE.

Language models run on hardware the customer controls. A gateway of five controls sits on anything that leaves:

- reversible pseudonymisation, fail-closed, tuned to the customer's corpus
- an independent egress auditor — a second model, different family, separate hardware, tamper-evident log
- a governed fine-tuning loop: human-labelled flags, signed promotion, rollback
- policy routing against a dated evidence register (T0 on-premises → T3 global)
- verified private connectivity: allowlists, private DNS, denied public egress

WHAT SHELBY IS NOT

The published description carries its own refusals, because a governance product that oversells is a contradiction:

- not anonymisation
- not a lawful basis, DPIA or transfer mechanism
- not a certified DLP guarantee
- not a cloud service

One technical control inside the customer's compliance framework — not a compliance determination. Acceptance criteria (recall ≥ 0.95 on high-sensitivity identifiers, zero canary egress, fail-closed verified) are set per statement of work, not universal guarantees.

4 WORKLOADS, 5 DEPLOYMENTS

QUOTING

An Irish travel enterprise (ocean-cruise quoting) and a branding/print firm. Clients are named on aifactor.ie; this paper withholds the names pending their written consent.

REPORTING

Works documentation for a manufacturing client, plus a European motorsport event.

TENDER QA

Internal production deployment at Amata Engineering — self-attested, and tagged as such on the page.

DORA ARTEFACTS

Irish-regulated insurer: AI systems on the Register of Information; clean ESA validation pass. Under NDA — exactly as the site words it.

THE NUMBERS WE CAN SHOW

**25 MIN → 3 MIN.
95% OF THE WEEK.**

At the travel deployment: quote time cut from 25 minutes to 3, and 95% of weekly ocean-cruise quote volume automated — denominator stated: that week's quote volume. As published at aifactor.ie, 4 October 2026.

At the print/branding deployment: the model classifies, a deterministic engine prices from versioned rates, the model never invents a price — and 50 reference test cases gate every release.

The numbers we hold back — approval rates, team effects, conversion — exist in the internal record but lack written client sign-off. They stay out until they have it.

€25–50K, FIXED, ON THE OPEN PAGE

The pilot fee was designed in July 2026 so a buyer faces no capex conversation and no daily-rate drift: 30 days, fixed, set by corpus scope.

In October the fork was resolved on record: publish the fee, or hide it behind “contact us”. Published won. The pilot fee anchors; production pricing stays structure-only.

Buyers’ #1 wish in every survey we ran: transparent pricing. It costs nothing to grant except the ability to improvise.

A COMPLIANCE FIRM, CORRECTING ITS OWN COMPLIANCE SHEET

- 1. Our own briefing PDF stated an EU AI Act transparency deadline of 2 December 2026. Wrong: the relevant deployer duties ran from 2 August 2026. We caught it in an October review and corrected the sheet before it reached another prospect. A governance vendor's date error is exactly the thing this register exists to admit.**
- 2. A draft of our research page listed a briefing document that, on investigation, did not exist. The row was cut. The page now lists only verifiable items.**

SMALLER, CHEAPER, STILL ON THE RECORD

3. The only workspace copy of a site-source archive was destroyed by container recycling; recovery depended on a single human-held download. The build pipeline now runs from a git repository instead of zip files.

4. The previous site served a duplicate meta description in production for days until the October cutover fixed it — found by the same checks we sell.

Two further failures exist in the record naming third parties; they join this register when the named parties agree, not before.

WHAT WE WON'T CLAIM

- No conception myth: the September 2025 demo date is our own account, and we say so.
- No client endorsement quotes: none exist on record.
- No absolute volume figures: the public percentage carries its denominator; the absolute count awaits client sign-off.
- No “no competitor publishes prices” as fact: our survey covered one product category, dated. The general claim stays unmade.

GOVERNED AI, ON YOUR PREMISES, AT A PRICE YOU CAN READ

The pilot is fixed-scope and the fee is on the page. Start smaller: run our free audit and see what AI crawlers get from your site today. AI-assisted, labelled as such.

SOLIBER.NET/AUDIT

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