

THE  
**GREENFIELD**  
**DELUSION**

SHIPPING AI INSIDE REAL ORGANIZATIONS

# 95%

of enterprise AI pilots deliver  
no measurable business return.

\$30-40 billion invested.

**The models are good enough.  
So what's actually broken?**

# GREENFIELD AI IS A DEMO. BROWNFIELD AI IS A BUSINESS.



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## Teaching 60+ MBA founders per semester

to ship production software with AI



## Deployed AI inside Harvard's infrastructure

4.5-month IT security review



## European public sector & enterprise network deployments

Navigated real compliance, procurement cycles, and legacy systems



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THE QUESTION EVERYONE ASKS

# SO WHAT MAKES ENTERPRISE DEPLOYMENT HARD?

Three objections. Every. Single. Time.

Understanding exactly what the agent did and didn't do

CONTROL

Building inside what already exists instead of replacing it

CONTINUITY

Shipping something IT can actually approve

CONFIDENCE

**"IF NO ONE UNDERSTANDS  
WHAT THE AGENT  
IS BUILDING..."**

*"...how do we trust it?"*

TRUST



HOW TRUST IS BUILT

# THE RULE ENGINE

WHERE RULES LIVE

HOW ENFORCED

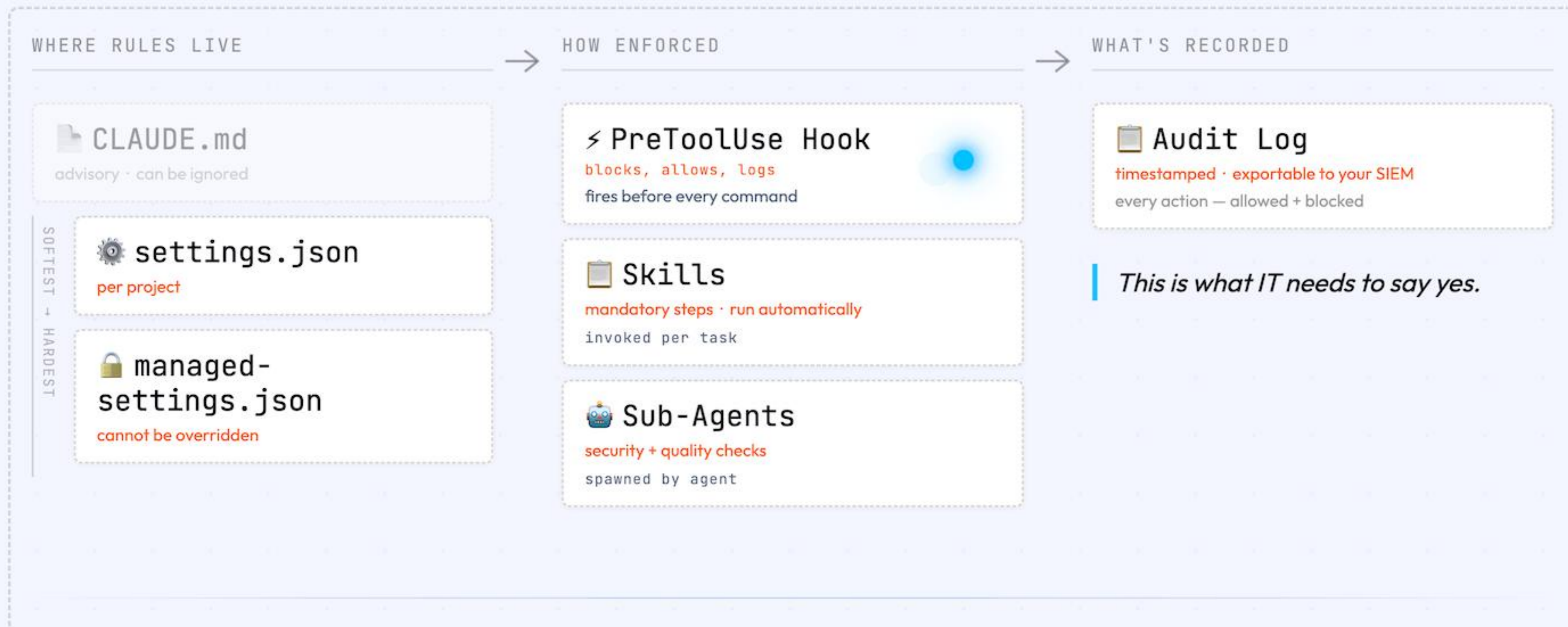
WHAT'S RECORDED

 **CLAUDE.md**

advisory · can be ignored

## HOW TRUST IS BUILT

# THE RULE ENGINE



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# DEFINE THE GUARDRAILS. ENFORCE THEM.



## PreToolUse HOOK

Blocks before execution.  
Not after.

```
$ rm -rf /var/logs
🚫 BLOCKED
-----
Rule: Bash(rm -rf *)
...
```



## SUB-AGENTS

Scan code before it ships.  
Specialist eyes, isolated.

```
🔍 Security Scan - 3 files
changed
✅ No credentials exposed
✅ No PII in API response
⚠️ Missing input validation
   → line 47, booking.ts
...
```



## AUDIT LOGS

Every action documented.  
Automatically.

```
09:14 ✅ yarn type-check --
force
09:31 🚫 sudo npm install -g
09:45 ✅ git push origin
feature/x
...
```



## SETTINGS.JSON

“Firewall” of your agentic environment.  
Cannot be overridden.

```
❌ Permission denied
❌ Permission denied
✅ Executing...
...
```

*“Same instructions as a human hire. But the agent can't ignore them.”*

**"OUR CODEBASE IS  
TOO COMPLEX."**






*"Agents won't understand it."*

CONTENT



# UNDERSTAND FIRST. BUILD SECOND.



-  /init — agent maps the entire project first
-  CLAUDE.md — conventions, constraints, patterns
-  Plan mode — review before any file is touched
-  Only then: execute with confidence
-  Security sub-agent scans every change before it ships


*"IT didn't approve my tools because I convinced them. They approved it because I designed them to be obviously approvable."*


**"WE CAN'T SEND  
ENTERPRISE DATA TO  
PUBLIC AI SERVERS."**





# PRIVATE DEPLOY. YOUR CLOUD. YOUR RULES.

[Azure Foundry](#)[AWS Bedrock](#)[Google Vertex](#)

 VPC isolation — data never leaves your perimeter

 Build with mock data first, production comes later

 Company IP stays inside your infrastructure

 Same API, different host — zero code changes



THE FOURTH DIMENSION.

YOU CAN FIX THE TECH. ✓

YOU CAN ENFORCE THE POLICIES. ✓

YOU CAN PROTECT THE DATA. ✓

**"THE BIGGEST BLOCKER  
ISN'T THE TECH."**

It's getting people to want it.

Show them it removes the work they hate,

not the work they love.

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Agentic Engineering

YOU DON'T SHIP AI BY WRITING BETTER PROMPTS.  
YOU SHIP AI BY  
WRITING BETTER POLICIES.

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# ENOUGH THEORY. LET'S BUILD SOMETHING.

Cal.com · 500,000 lines of code · Not a blank folder.

# THE SETUP

PROJECT	Cal.com
TYPE	Open source scheduling platform
LINES	500,000+ LOC monorepo
STACK	Next.js + TypeScript + Prisma
STATUS	↪ Production. Not written by us.

- 01 **UNDERSTAND**  
Environment
- 02 **ENFORCE**  
Policy
- 03 **EXECUTE**  
Code
- 04 **SHIP**  
Built

"We don't start with a blank folder. We start where the code already lives."

# HOW WE BUILD IN BROWNFIELD

## 01

### RECONNAISSANCE

Agent maps the codebase before touching it.

`/init → read → understand → report.`

## 02

### POLICY

Understand first. Enforce before build.

`CLAUDE.md + settings.json + managed-settings.json`

## 03

### BUILD

New feature. Existing patterns respected.

No rip-and-replace. Phased. Safe.

## 04

### AUDIT

What changed. What's documented.

What an IT reviewer actually needs to see.

BOOK A SESSION

# INTERESTED TO CHAT MORE? LET'S MEET.

Find a timeslot that works for you —  
video call, no agenda required.



[cal.com/m-r-s](https://cal.com/m-r-s)

DISCOVERY · STEP 01

## UNDERSTAND FIRST

`/init` before a single line of code. Map the environment. Most AI demos skip this entirely.



POLICY · STEP 02

## ENFORCE, DON'T HOPE

`managed-settings.json` deployed by IT. Allow / deny / ask. Cannot be overridden by anyone.



RUNTIME · STEP 03

## SECURITY GATE

`PreToolUse` hook fires before every command. Blocks, allows, logs. The OS runs this — not the model.



COMPLIANCE · STEP 04

## FULL VISIBILITY

Audit log. Every action timestamped. Exportable to your SIEM. This is what IT needs to say yes.



DATA PRIVACY · STEP 05

## PROTECT YOUR DATA

Private deploy on Azure / Bedrock / Vertex. Your cloud, your rules. Same API, different host.



SCALE · ORG MEMORY

## TEAM MEMORY

Skills deployed org-wide. Write once, every developer has it automatically.



SCALE · INTEGRATIONS

## WORK WHERE YOU LIVE

MCP connects agents to Slack, email, Jira. No new UI. No new tool to learn.



SCALE · ARCHITECTURE

## CONTEXT ISOLATION

Sub-agents for heavy tasks. Main session stays clean. No context bloat.



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SCAN TO CONNECT

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