



IMPERIUM

2026

Company
introduction

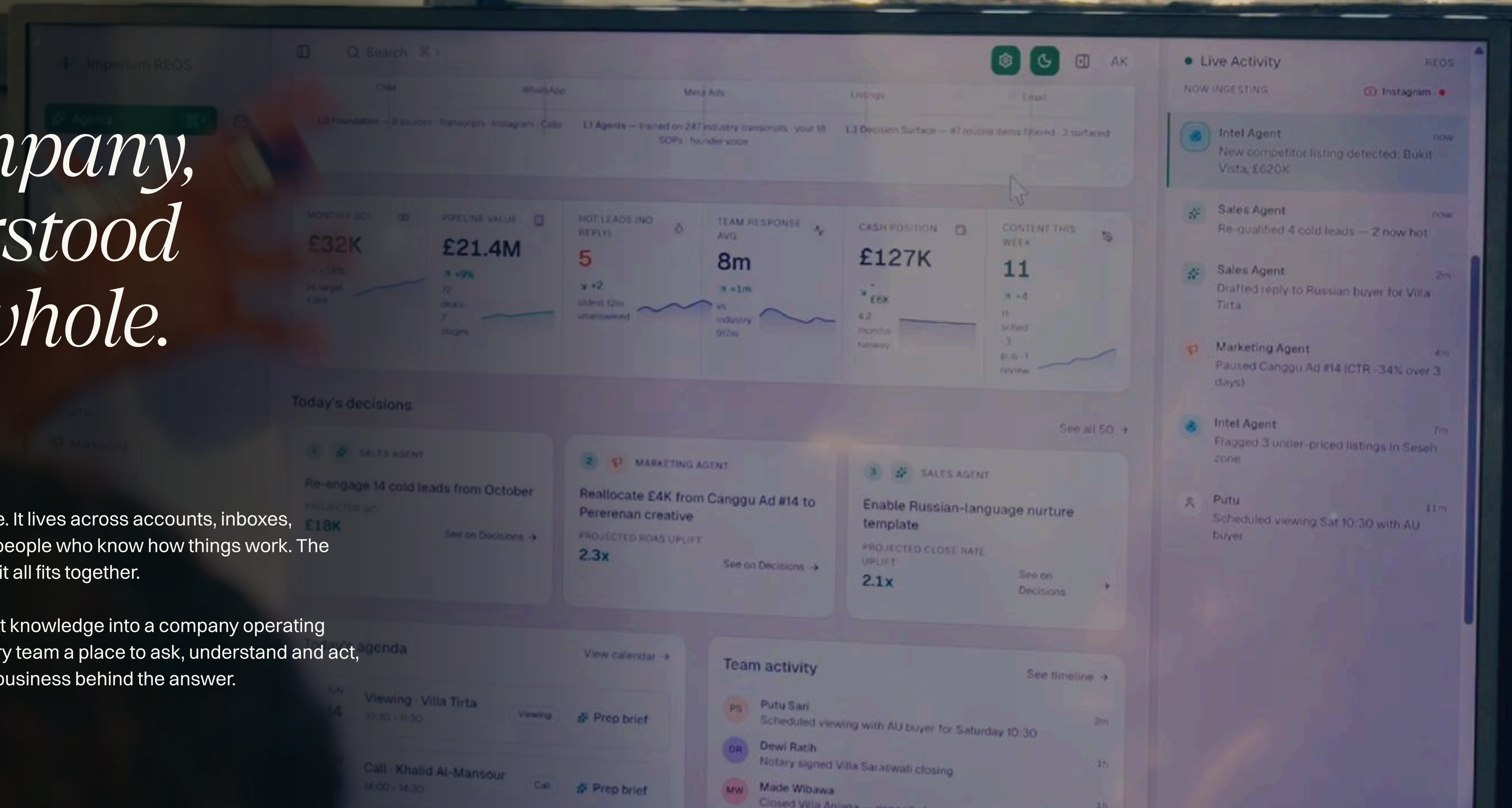
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A company, understood as a whole.

The information is there. It lives across accounts, inboxes, spreadsheets and the people who know how things work. The difficulty is seeing how it all fits together.

Imperium connects that knowledge into a company operating system. ARX gives every team a place to ask, understand and act, with the context of the business behind the answer.



Built around the work that matters.

A sales team needs to see where deals stall.
Finance needs a reliable cash picture.
Operations needs the next action and its owner.

We connect the context and workflows behind
those questions, then build the company's own
application around them.

Imperium’s published client indicators

3.1×	Estimated output uplift per person
7.5	Estimated hiring avoided, per company
\$175,000	Modelled annual payroll avoided, per company
5.6×	Estimated task-speed uplift for work handled by the OS

Company calculations from selected interviews, including targets, midpoint estimates and extrapolations. These are not measured portfolio averages or audited savings.

[Read the figures and methodology](#)



Across selected interviews

52%

Estimated time returned per person

Different businesses. Specific work.

Hospitality & F&B

Continuum’s recruitment OS is scoped around a recurring group problem: receiving applicants, screening them and coordinating the next step with hiring teams. Bringing those stages into a shared workflow gives the installation a specific purpose, with the handovers and decisions shaped around the people responsible for recruitment.



[Explore client work](#)

Property operations

BDL’s engagement brings owner reporting and revenue management into one operating picture. The work begins with the information the property business needs to manage its portfolio, then connects it to the reports and decisions owners depend on. Delivery is staged around those operating priorities.

PROPERTY OPERATIONS



More time to understand the client.

For Trident Treehouse, the goal is to reduce manual procedures and spreadsheet work so consultants can spend more time on each person’s situation. Client knowledge becomes the context for research and preparation, helping advisers work through the information that matters to a particular relationship. The purpose is more attention for the client, with the system supporting the work around that conversation.

[View full story](#)



Company knowledge, connected to the tools.

Imprint Genius describes a central system that knows the business and its content, connects its apps, and helps turn questions into presentations and useful work. Company knowledge can travel with the task instead of being assembled again in each tool. That connection between information and preparation is what makes an operating system useful in the team’s daily workflow.

[View full story](#)

Experience across businesses and industries

The tools differ. The underlying problems are familiar: knowledge scattered across teams, reporting that takes too long and work that depends on one person.

Our company and team experience spans property, hospitality, retail, technology and professional services.



Selected company and team experience, including earlier professional relationships.

In the room with operators

Questions from the people doing the work shape the product: visibility, accountability, adoption and time returned to the team.



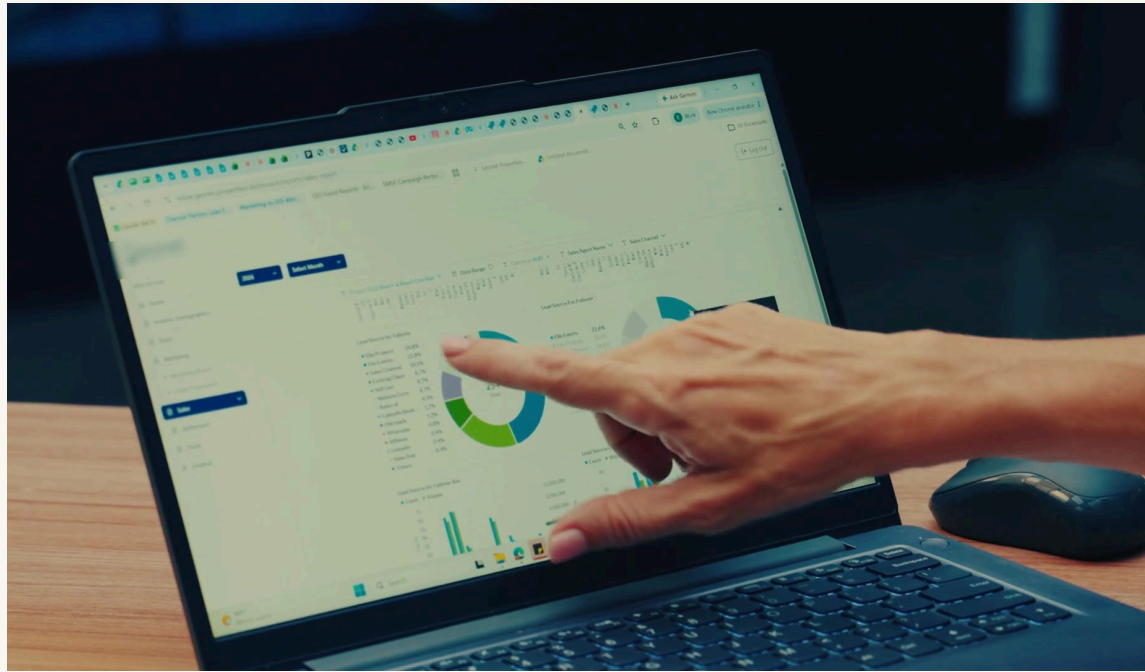
GeoNet · mapping the work



Working through company questions



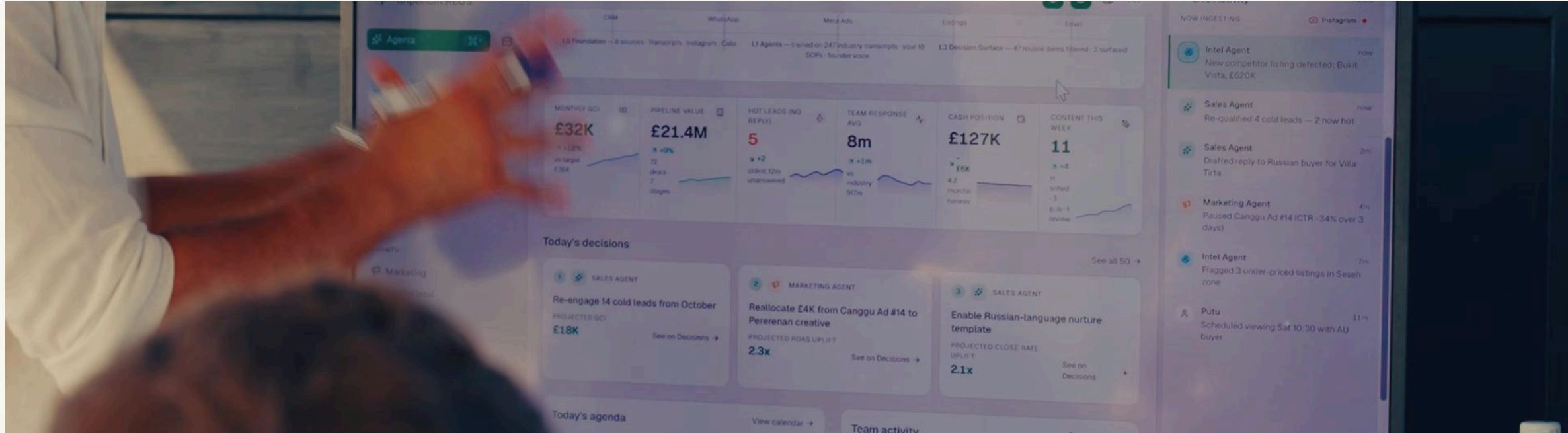
Live presentation · bringing AI into the operating conversation



Reviewing the operating picture



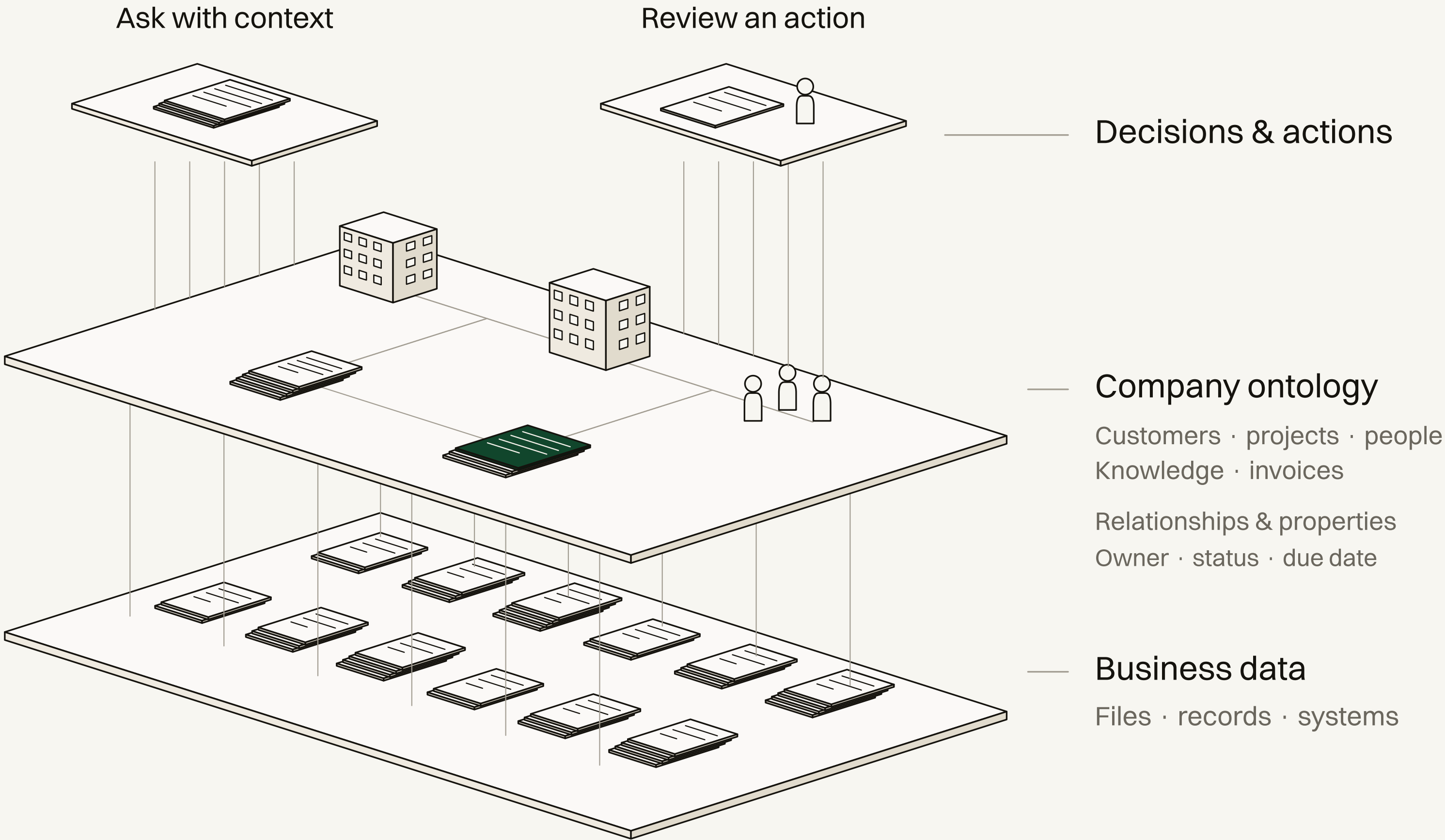
Learning alongside business owners



Working session · from questions to decisions

The company, connected.

Business data becomes company context. The model uses that context to help people decide and act.

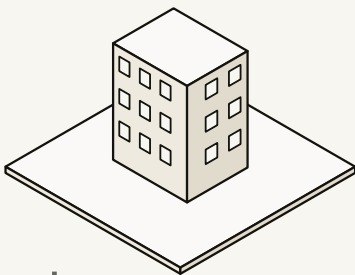


An ontology connects records to the people, projects and decisions they describe.

Across the business

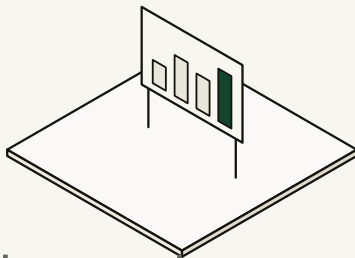
The same foundation, configured around each team’s priorities.

Sales



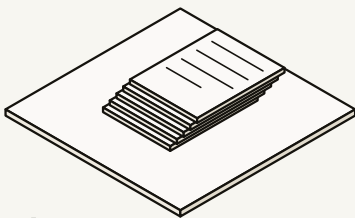
Pipeline, follow-up and opportunity context

Marketing



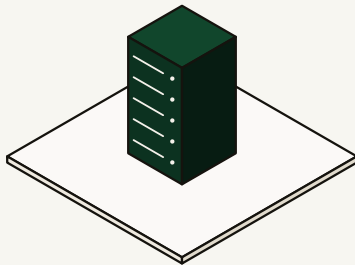
Campaign evidence and creative work

Finance



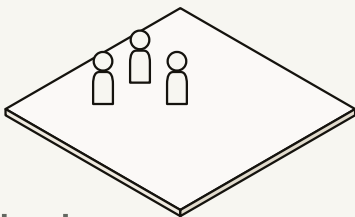
Cash, invoices and commitments

Operations



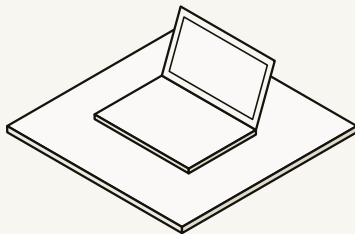
Processes, exceptions and owners

People



Recruitment and shared knowledge

Leadership



The company’s operating picture

In the work



Recruitment across a group

An engagement organised around applicant intake, screening and coordination with hiring teams. The workflow starts with a defined operational bottleneck.

[View full story](#)



More attention for each client

Bring research and client context together so advisers can spend less time on manual procedures and more time understanding the person in front of them.

[View full story](#)



One view across properties

Connect owner reporting and revenue-management work around a property business, with delivery staged against its operating priorities.

[View full story](#)



A clearer view of a complex business.

GeoNet works across property development, sales and marketing. Its OS brings the company's knowledge into the day-to-day decisions of its leadership team, connecting the information behind advertising performance, operating plans and the work moving through the organisation.

"It was understanding what was giving us a return on our advertising expense, where people were working effectively, and getting the information through the organisation as well."

Chad Egan · Founder & CEO

Watch Chad's conversation ↗

Client stories

25

creative concepts



From campaign data to a plan

Elissa Doyle, CMO, describes analysing a campaign, finding gaps and developing 25 creative concepts in 30 minutes. The system brought several analytical roles into one working conversation.

[Watch Elissa’s conversation ↗](#)

PROPERTY OPERATIONS

A property-wide view

Owner reporting and revenue management share one operating picture. The installation connects the property business’s information to the reports and decisions its team needs, with delivery staged around those priorities.

[View full story](#)



Advice with context

For Alberto Furger, the starting point is the client relationship. Reducing manual procedures and spreadsheet work creates room to understand each person’s needs, with company knowledge supporting the research and preparation around that conversation.

[View full story](#)

The operators behind the work



Alberto Furger

Founder · Trident Treehouse



Sean Johnson

Founder · BDL

A property-management business needs reporting, revenue work and owner communication to share the same context.

PROPERTY OPERATIONS

[View full story](#)



Ben Barnes

Chief Operating Officer · GeoNet

A leadership role depends on knowledge that can move between financial models, plans, presentations and the people making decisions.



[View full story](#)

*The company.
In one place.*

ARX is where the team works with its operating system. Company knowledge, dashboards and connected tools become one working environment, configured around the business.

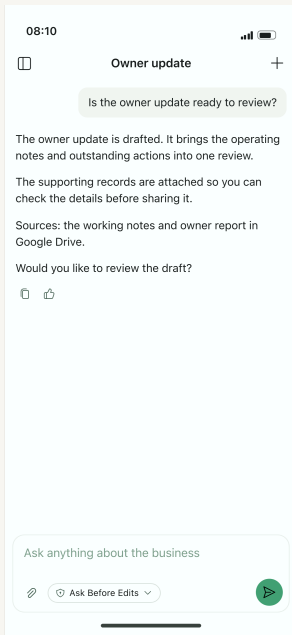
Your app.

Configured for your company

Your KPIs.

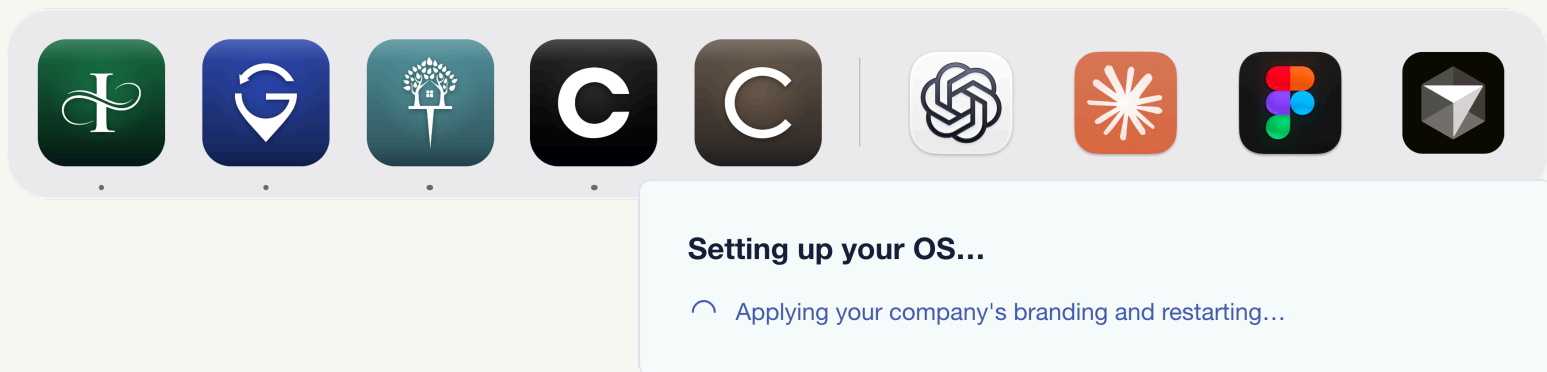
Built around the work

On mobile



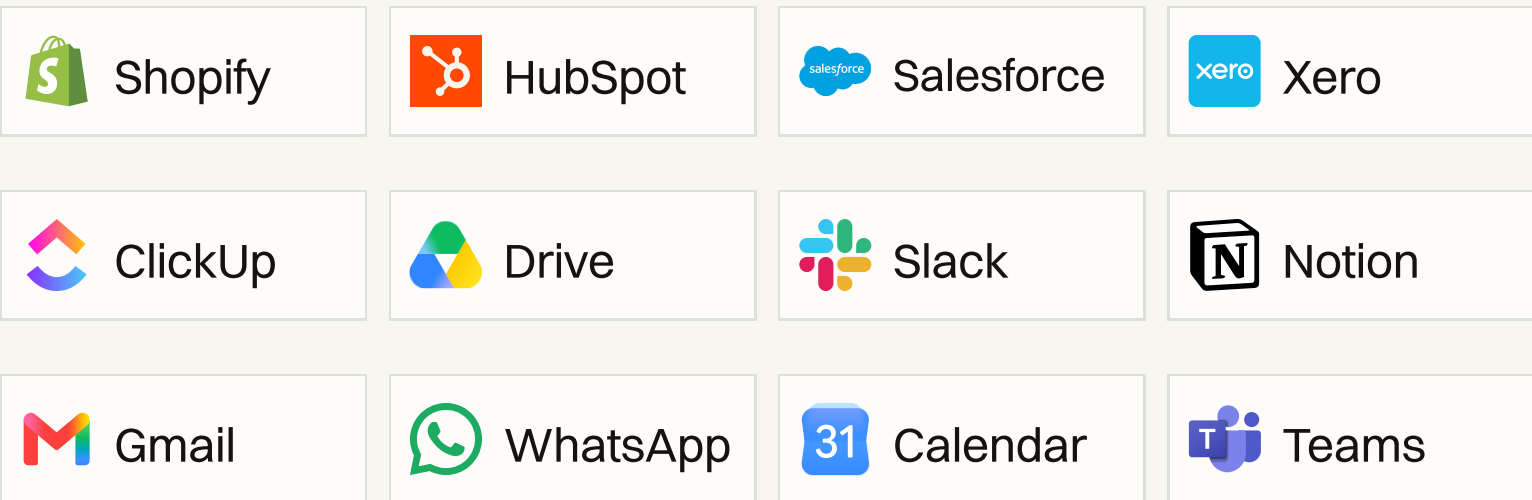
Deployment-specific

A company-specific application



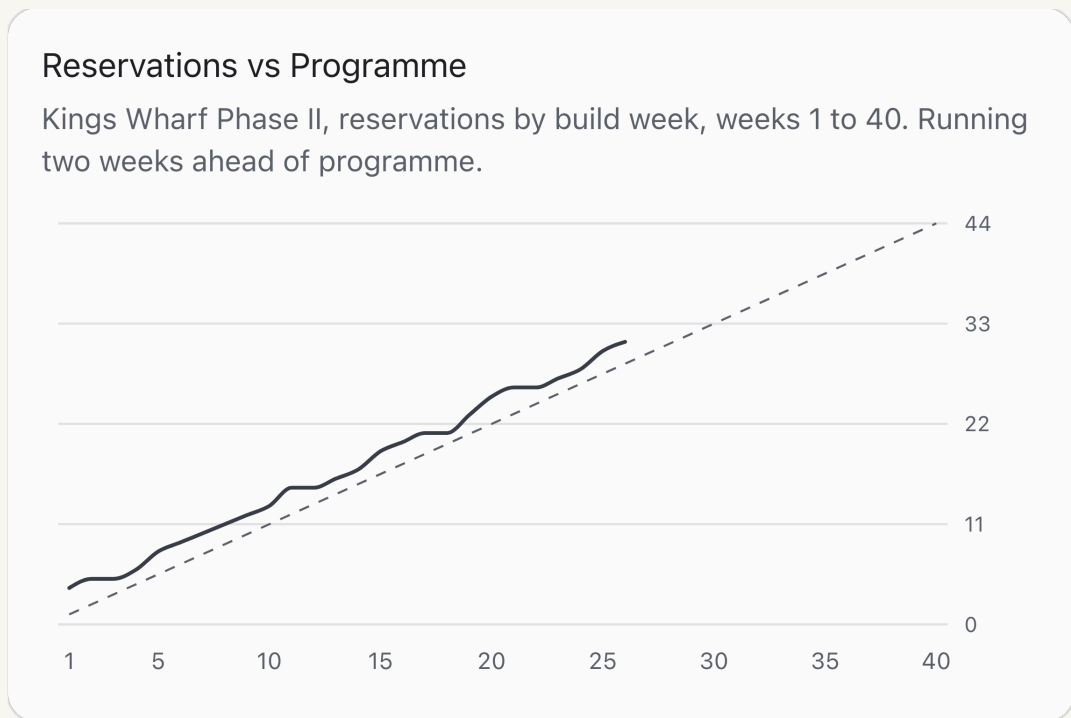
Your identity. Your team. Your operating system.

1,400+ ways to connect



Explore the catalogue. Connect the tools you authorise.

The operating picture



ARX

Your company's knowledge & ontology

The context behind every answer and action.

Multi-model



OpenAI

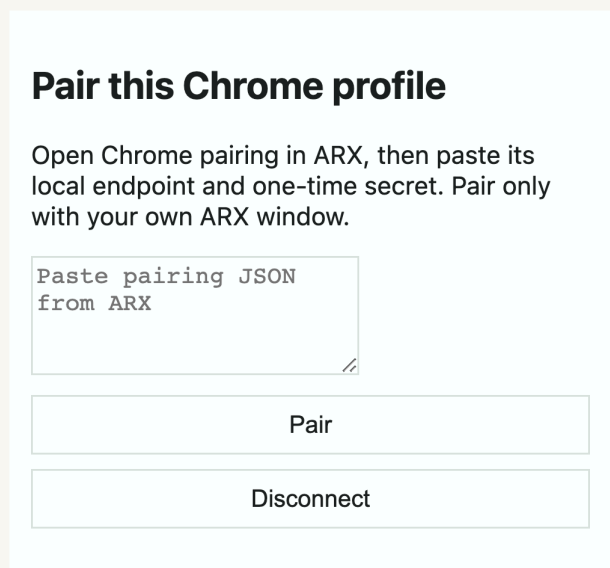


Claude



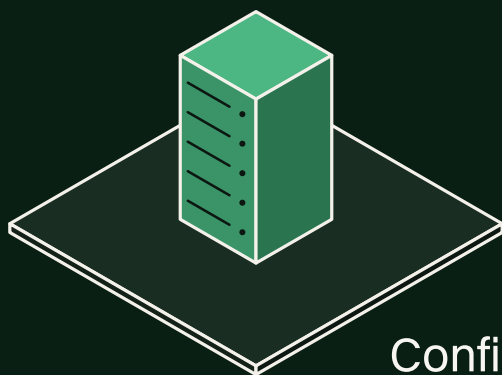
Self-hosted options assessed per installation

In Chrome

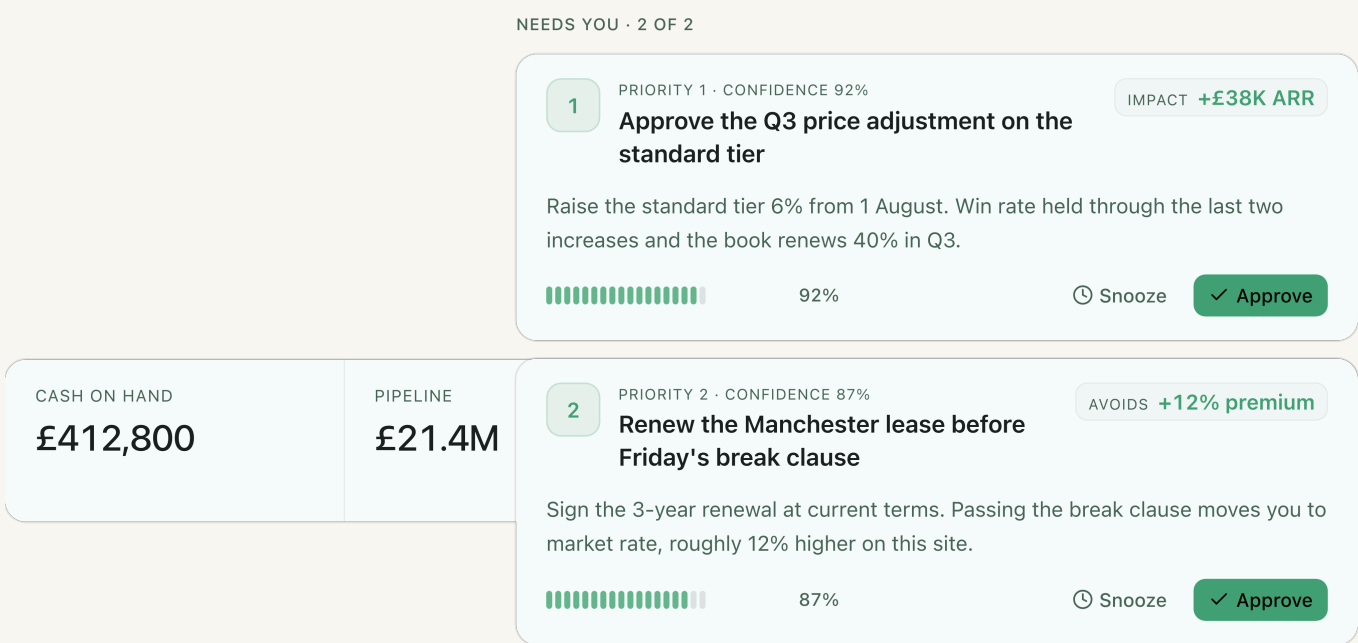


Extension · private preview

Deliberate permissions



Configured for the work.



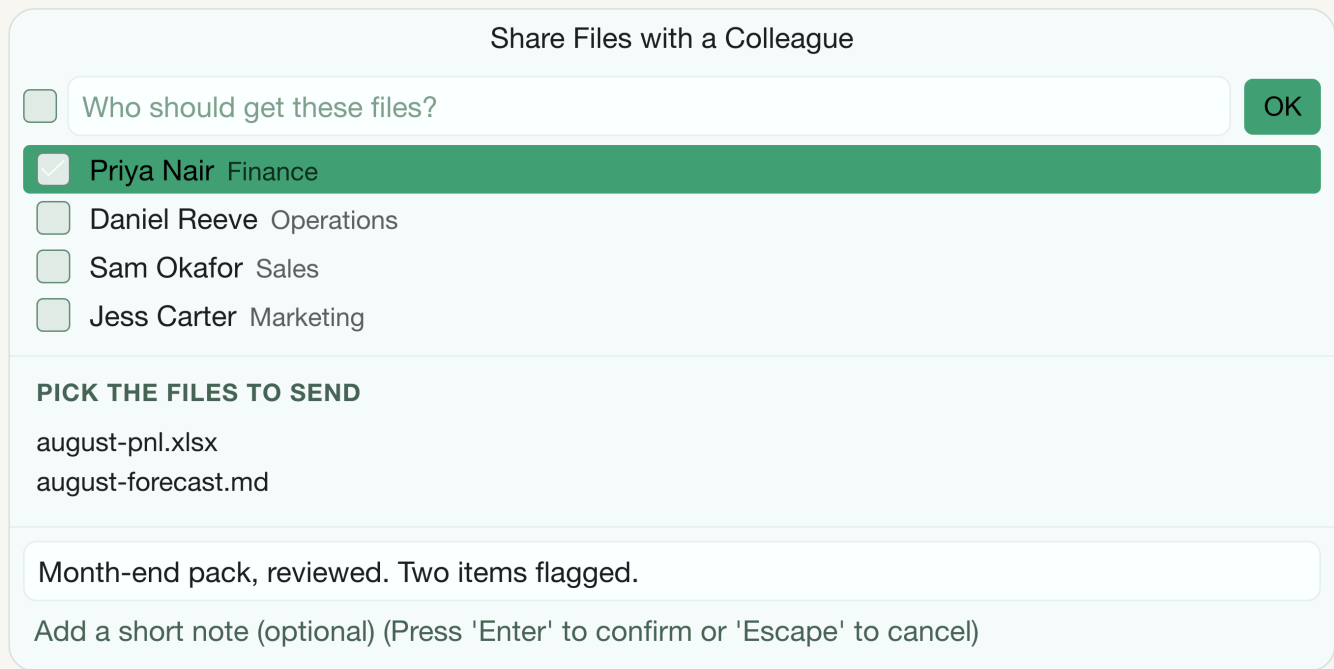
From the number to the next action

Prepare

Reports, proposals and follow-up

Collaborate

Share useful work and context



Shared work

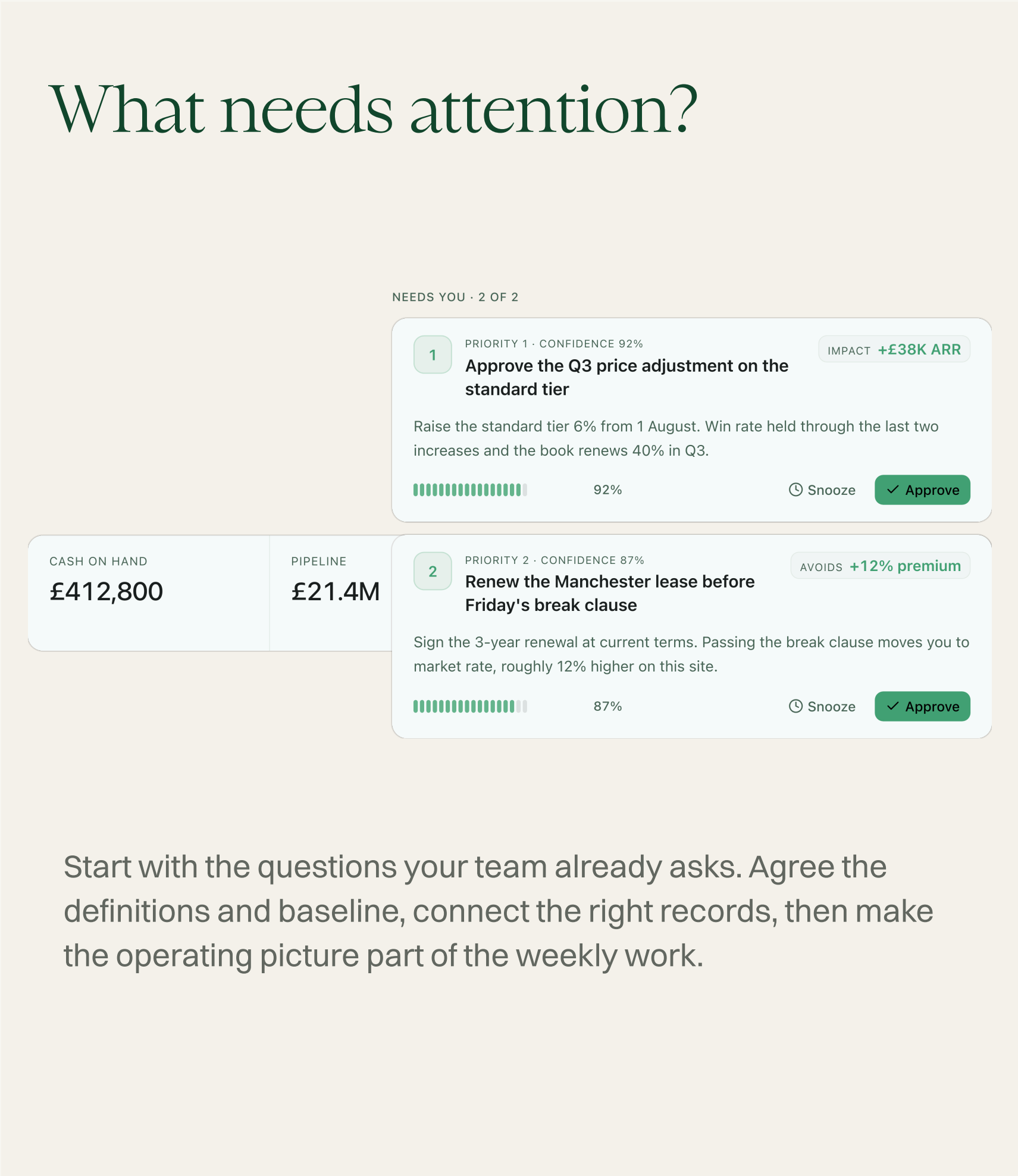
Product illustrations · fictional demo data

See the number. Understand the work.

A dashboard should make the next decision clearer. Your company’s measures sit beside their sources, the work behind them and the people responsible for moving them.

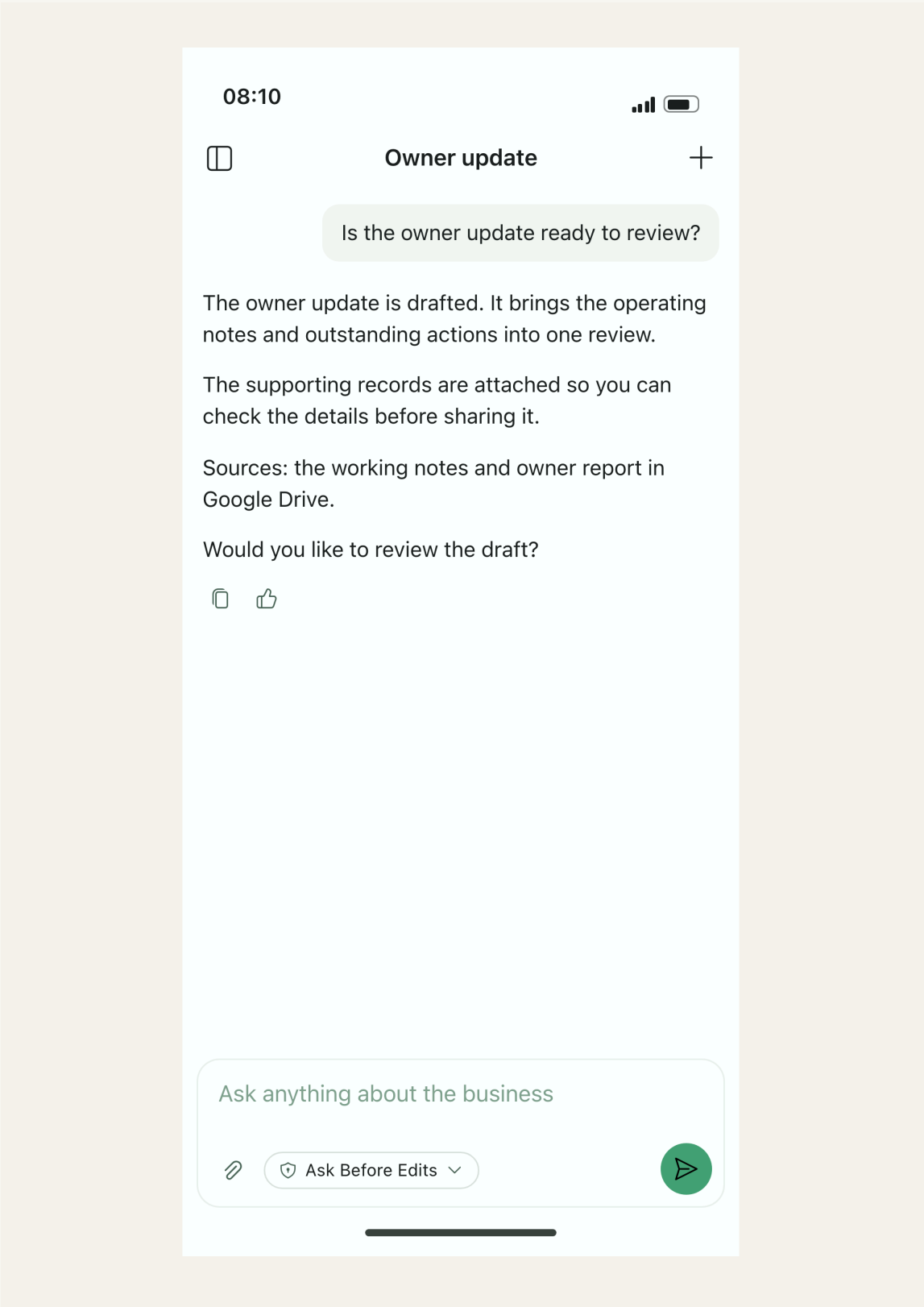
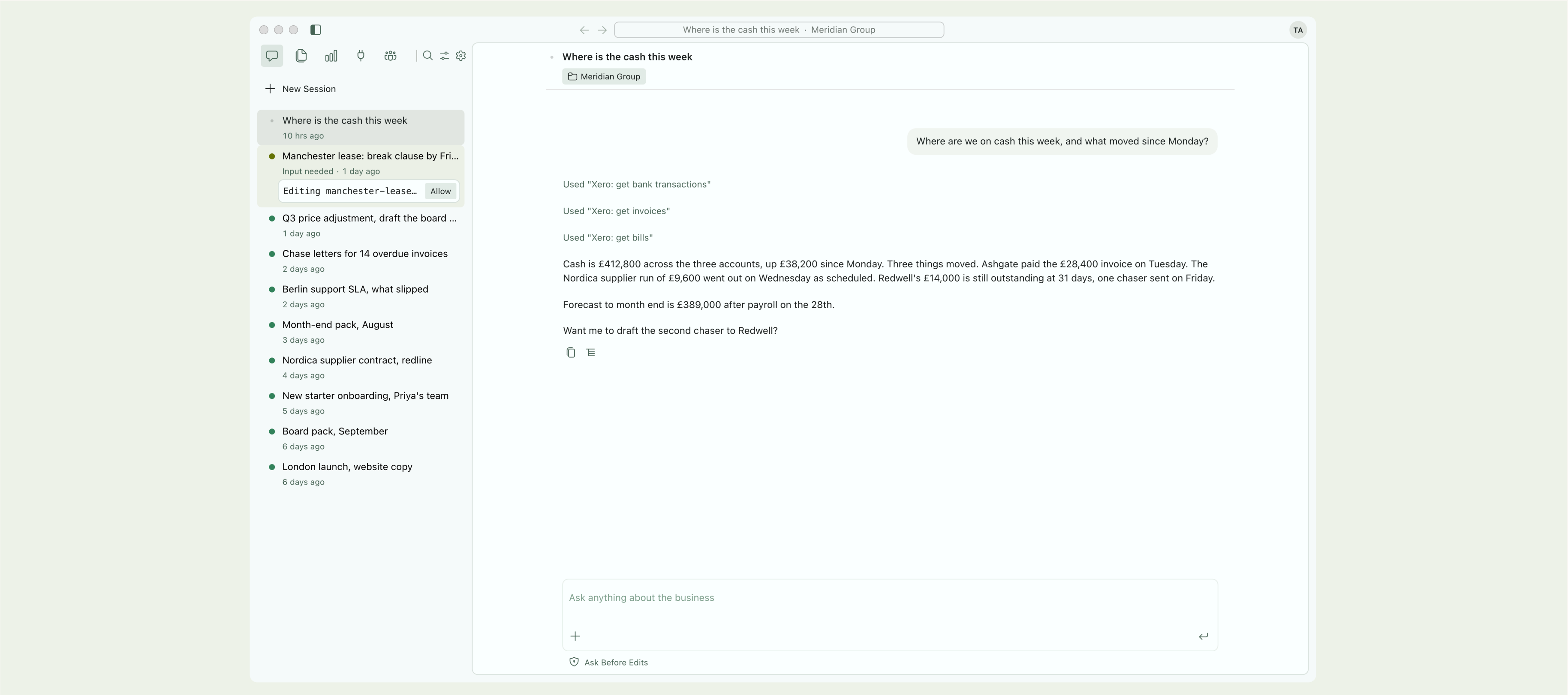


Source-backed product views. Fictional demonstration data; the figures shown are not Imperium client results.



Your company. Your application.

A dedicated desktop workspace, with company knowledge, working conversations and the tools your team uses. A mobile view keeps the same context close when the work moves.



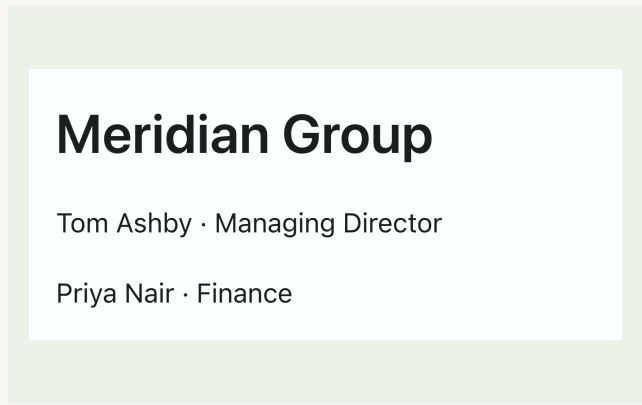
The full working environment

Ask with company context. Inspect sources. Prepare work and review actions in one conversation.

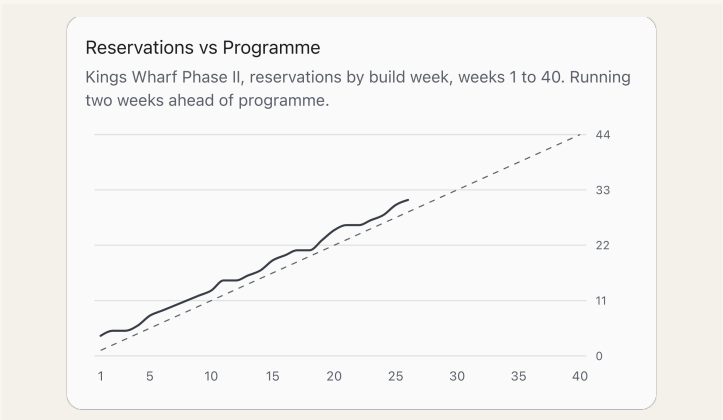
On the move

Mobile availability is deployment-specific.

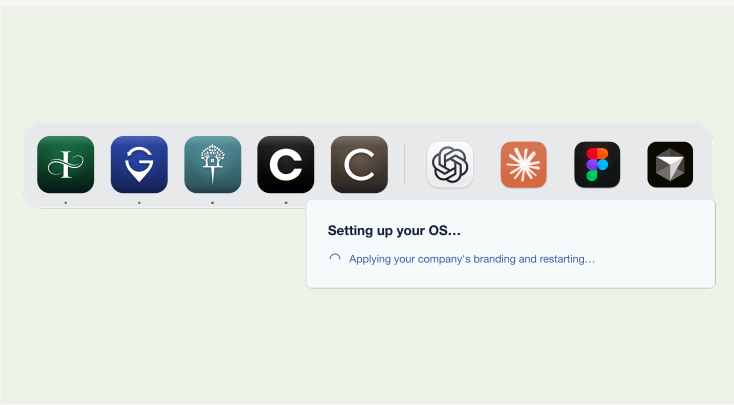
A year of progress



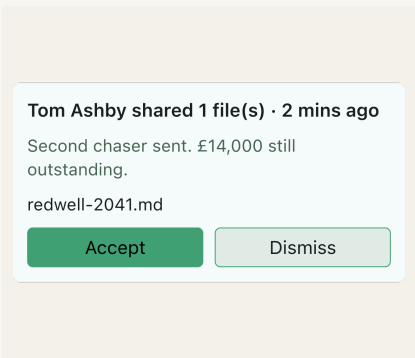
Expert knowledge → applications
Taxonomy & retrieval



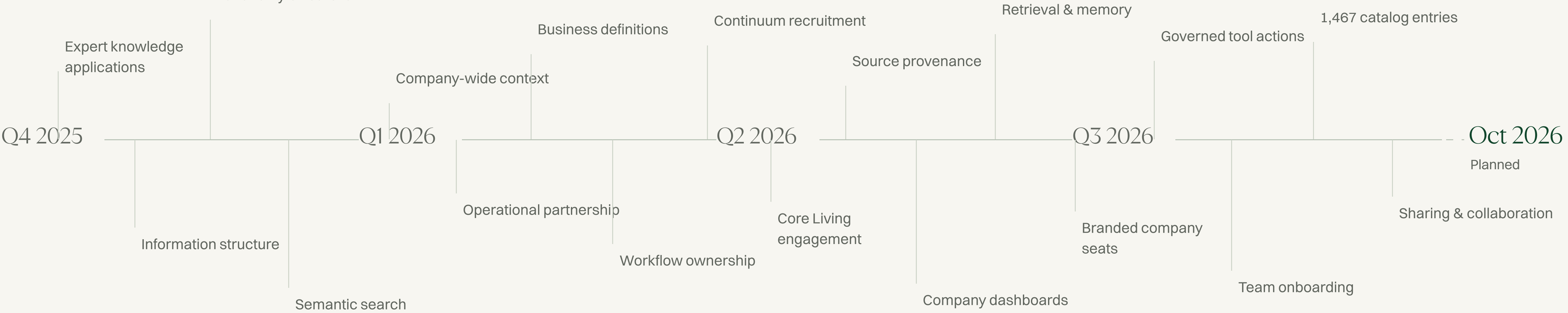
A company operating picture



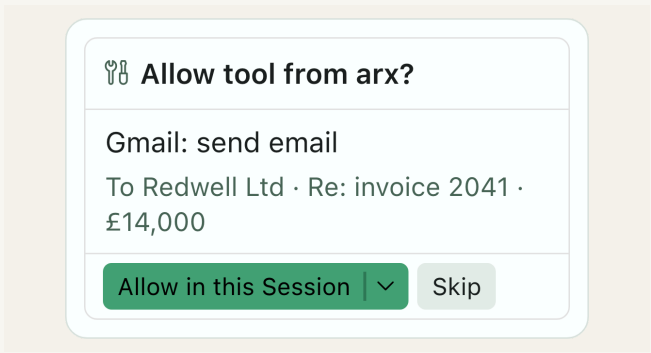
Your company’s application



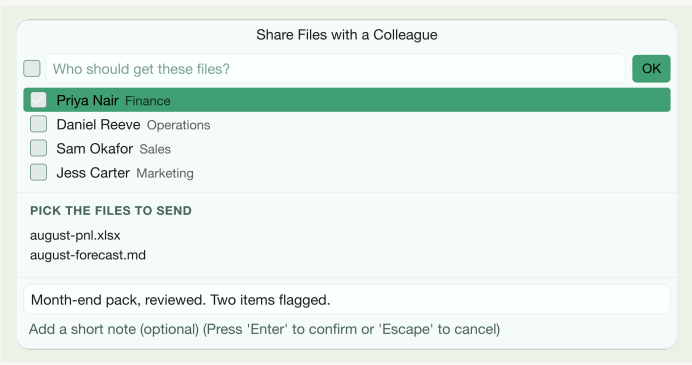
Deeper collaboration



Connect the company’s systems



Review proposed actions



Work the team can share

Engineering. Inside the business.

The installation succeeds when the team can use it on real work. That takes engineering, an internal owner and a clear outcome.

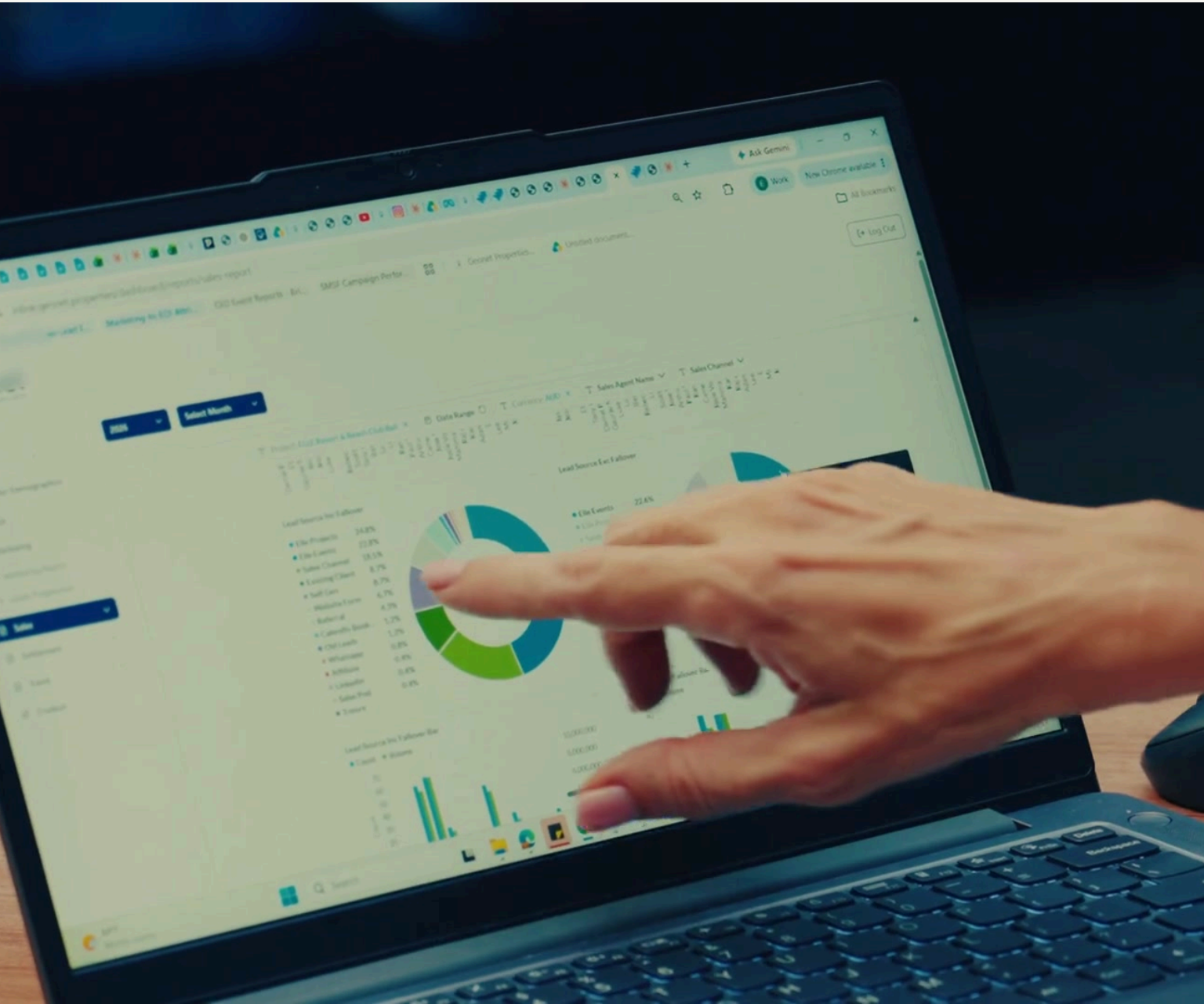


The capability behind an installation



KNOWLEDGE ENGINEERING

Structure company information so context can be found, understood and traced to its source. Taxonomy and retrieval make the knowledge useful beyond a single conversation.



SYSTEMS ENGINEERING

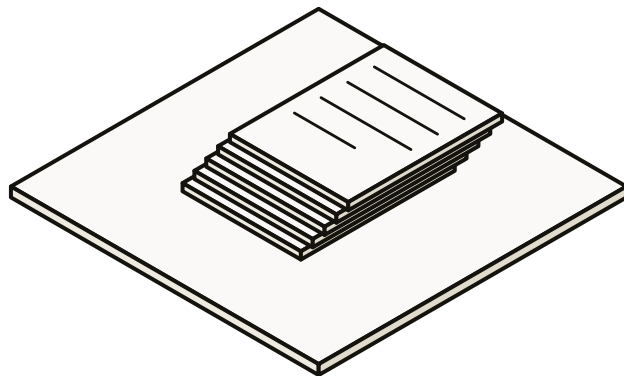
Connect the data, tools and permissions behind daily operations. Each installation has to reflect how the company actually works, from the source of a record to the team responsible for using it and reviewing the next action.



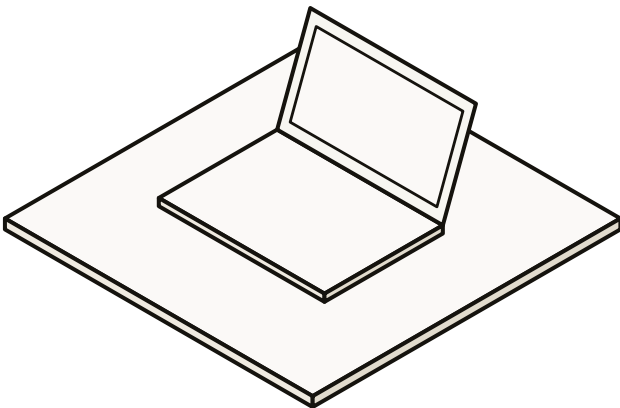
OPERATIONAL UNDERSTANDING

Work with sales, marketing, finance and operations to decide what matters, what should change and how the team will measure progress. A defined workflow, an accountable owner and a useful baseline give the installation a practical starting point.

Experience that informs the work



SOFTWARE & DATA SYSTEMS



COMMERCIAL OPERATIONS

Our background combines software, data procurement, migration and resource-planning systems for large organisations with the analysis of marketing, sales and operations. That experience informs how we structure company knowledge, connect its systems and improve the work behind the numbers.

The Founders

Product engineering and commercial operations meet in the same responsibility: understanding the company, building around its priorities and helping the team put the system to work. The founders remain accountable for the quality of that relationship.



Alex Kaymakanov

Chief Executive Officer

Leads company direction and product, drawing on software, data procurement and resource-planning experience. His focus is the architecture behind ARX and the engineering standard required to make company knowledge useful in daily work.

Meet the founders



Archie Nash

Chief Operating Officer

Leads operations, installation and customer success, drawing on the analysis of marketing, sales and operating performance. His focus is a clear business problem, useful measures and the internal ownership needed to make the system part of everyday work.

Principles for useful AI

A system earns its place through the work it helps people do. These principles guide the way Imperium builds and operates.

Start with the company

Learn the tools, responsibilities and daily work before configuring the system.

Build with the team

Install alongside the people doing the work and develop internal ownership.

Show the source

Make company context available for review alongside the answer.

Stay accountable

Keep engineering close as the business and its workflows change.

Keep access deliberate

Set connections and permissions around the people who use them.

“Reduce the time we spend on manual procedures and workflows and filling out spreadsheets...”

ALBERTO FURGER



A 2025 Project NANDA report found that most organisations studied had not demonstrated measurable business returns from GenAI.

[Read the preliminary research](#)

Context that stays useful

The underlying model will change. The company’s knowledge, definitions, workflows and permissions are the foundation the team keeps building on.

People who can use it

Archie’s emphasis is internal champions: people who learn the system, test it against real work and help the rest of the company adopt it.

[Explore the approach](#)

*A company built
alongside companies.*

The product takes shape alongside the people doing the work. We map the company's questions, build around its priorities and stay close as the team puts the system to use.

One responsibility,
from build to operation.

Build. Run.

An installation and an
ongoing engineering relationship.

Software and engineering, together.



Understand

Map the company,
its tools and the work.

Connect

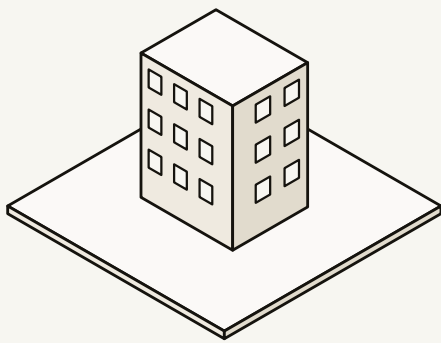
Build the context
and governed workflows.

Improve

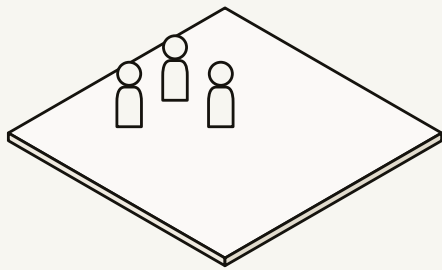
Support adoption
and refine the system.

How the engagement works

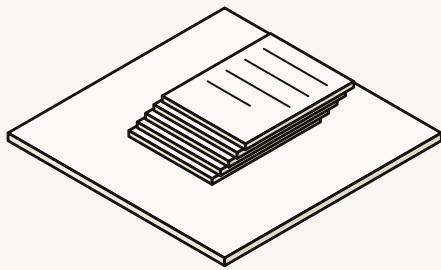
The architecture behind useful work



Customers



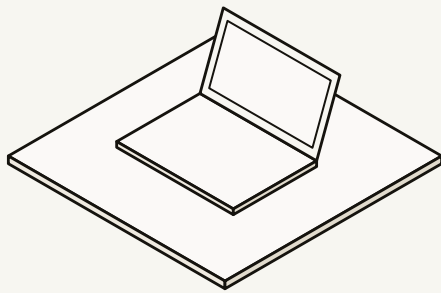
People



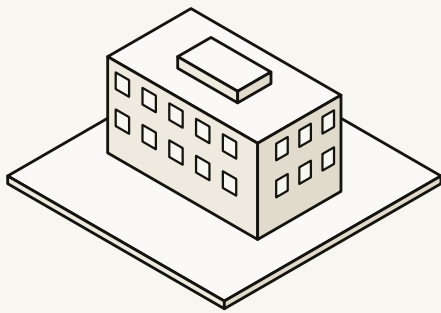
Knowledge



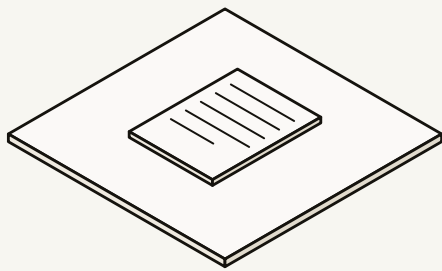
Integrations



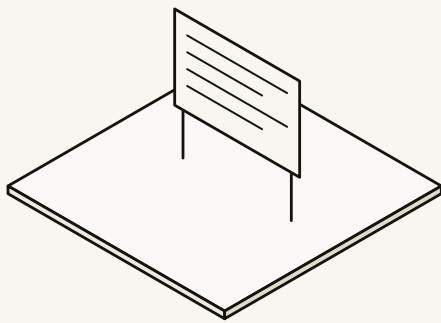
Applications



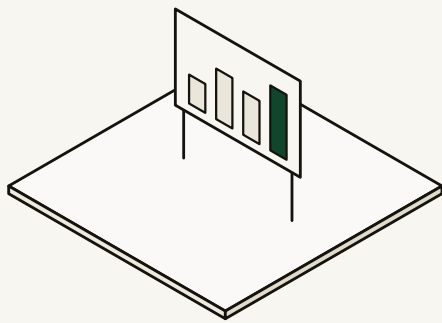
Operations



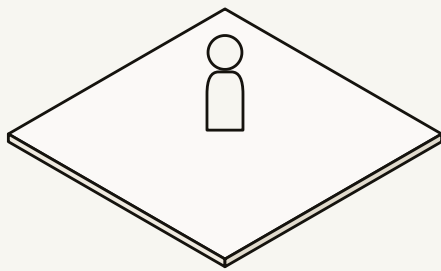
Commitments



Conversations



Measures

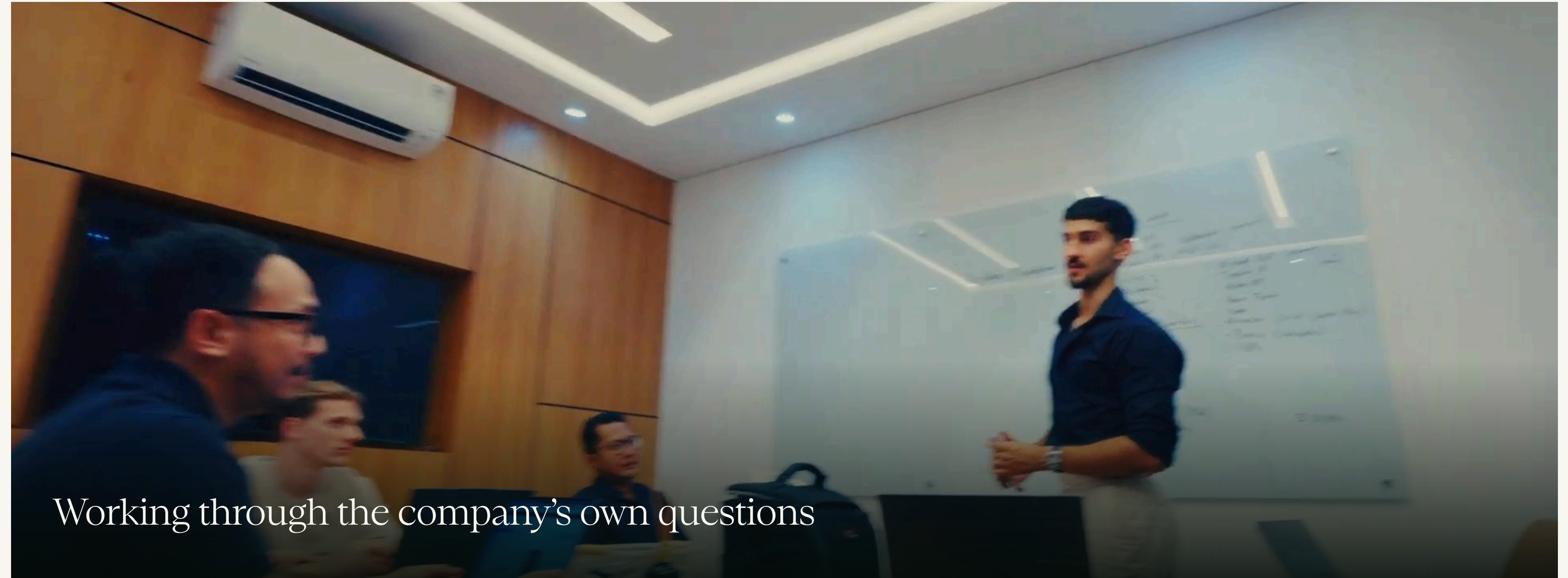


Permissions

An overdue invoice is not just a number. It belongs to a customer, a project, a conversation and a person responsible for the next step.

The operating system brings those relationships together, so a model can work with the business rather than an isolated prompt.

Installed with the people who use it

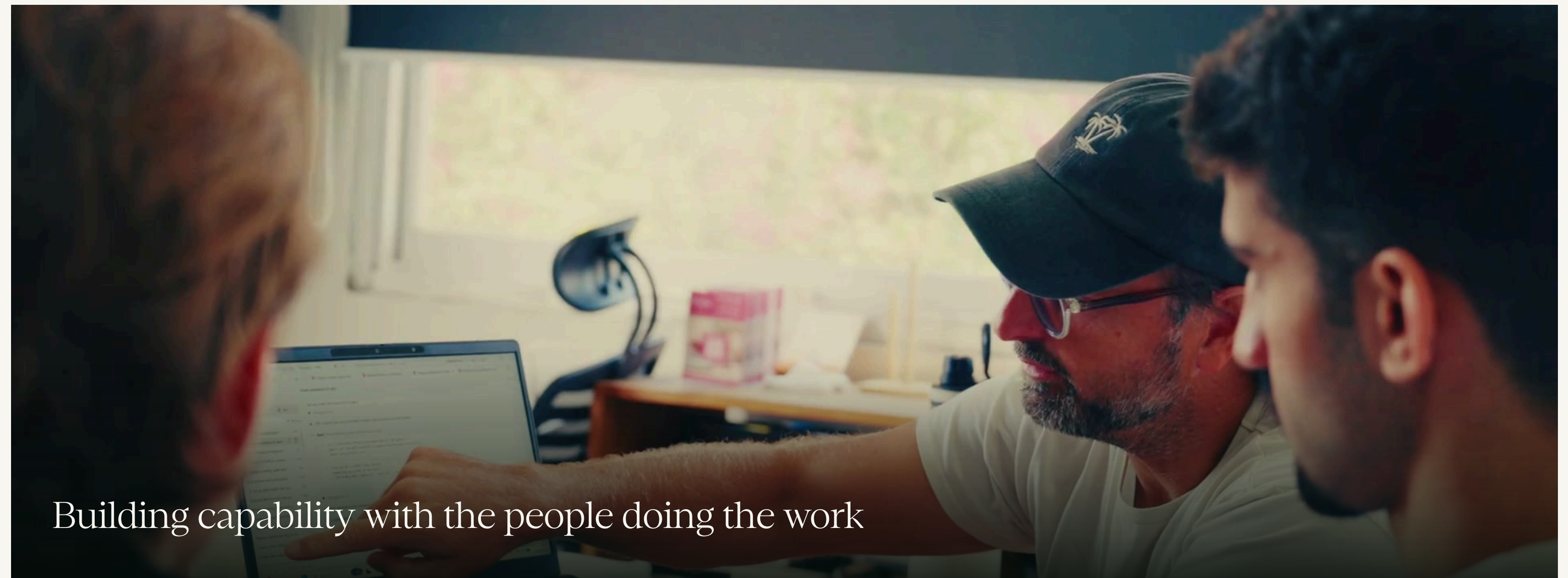


Working through the company's own questions

Choose an internal champion and a real workflow.
Establish what good looks like, then work through the
difficult cases together.

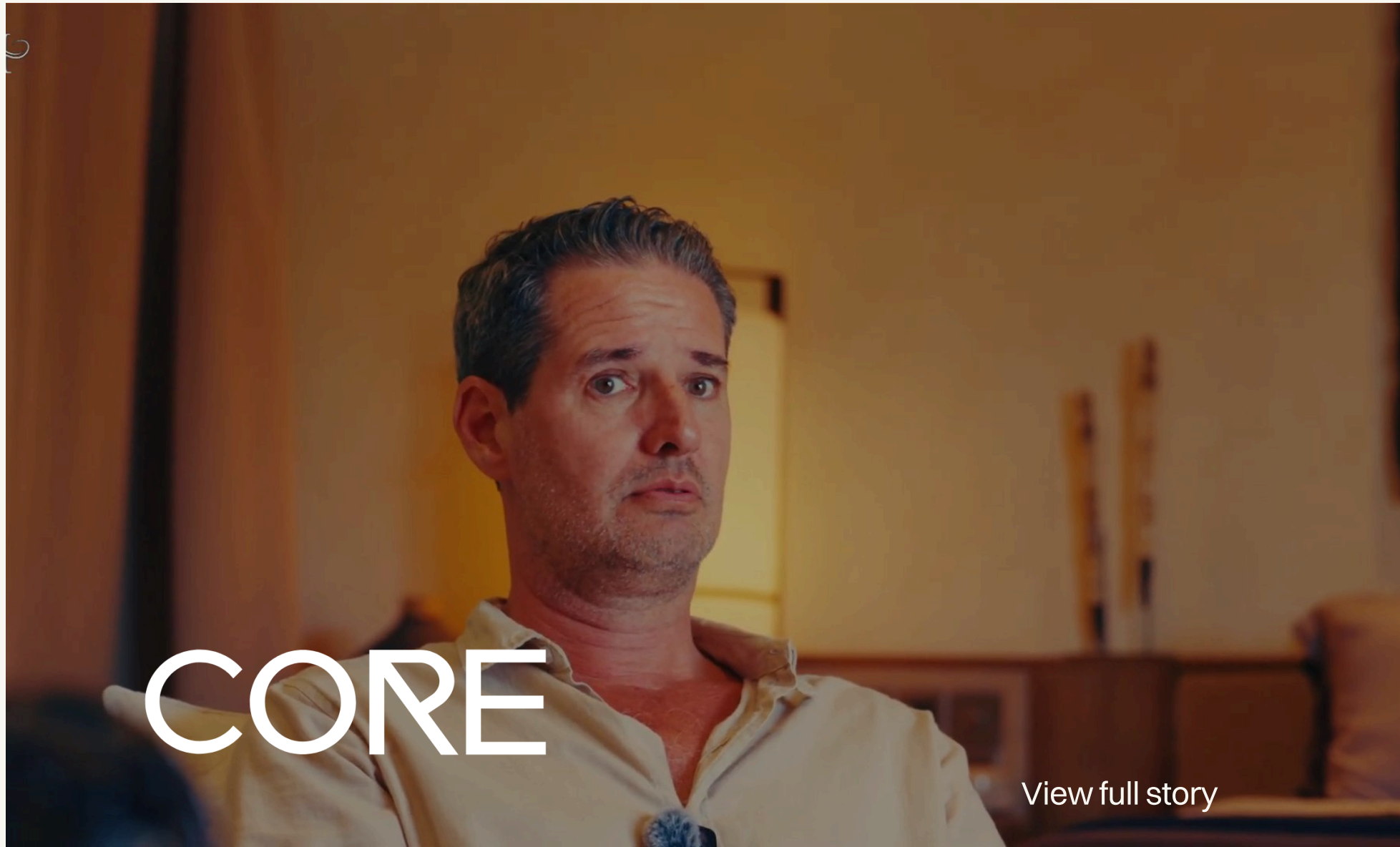
The goal is capability inside the business: people who
understand the system, trust its boundaries and can
use it without waiting for the owner.

[See the delivery model](#)



Building capability with the people doing the work

Built around different businesses



CORE

Context for a property business

A quotation can depend on the customer, property, furniture package and drawings. The OS brings that context into the task.

[View full story](#)

A property company and a sourcing business do not need the same installation. The shared platform becomes useful through each company’s own knowledge, working practices and connected tools.

These are different starting points, with a defined scope and a system that improves as the team uses it.



Knowledge connected to the tools

Isaac describes a central system that knows the company and its content, connects its apps, and helps turn questions into useful work.

[View full story](#)



Security is part of the installation



The deployment decision starts with your requirements: where data lives, who can access it and which actions the system may take.

Deployment choices

Review hosting, data location and model requirements with the people responsible for your systems. The right configuration depends on what information the business holds, where it is permitted to go and how the team intends to use it. Those requirements inform the installation before connections and workflows are agreed.

Access and actions

Connect approved sources and configure permissions around the team’s responsibilities. Agree who should see the underlying information, who can prepare work and which actions need review before reaching a connected tool. Begin with a defined workflow so that access and operational responsibility can be considered together.

A clear security conversation

Evaluate the documented controls and current compliance status with the people accountable for security. Discuss the proposed configuration, the model providers involved and the responsibilities on each side. The security review should establish what is supported for this installation, what requires further work and what evidence the company needs before proceeding.

[Read the security overview](#)

The disciplines behind the system



Engineering & delivery · company working session

Architecture, product engineering, security, design and delivery.

Architecture

Eddie Wong
Chief Architect

Engineering

Nirav Shah
Lead Product Engineer

Otto Bonilla
Senior Software Engineer

Security

Yuri Ivanov
Chief Security Officer

Experience

Amjad Ajzannay
Product Experience Lead

Bailey Spitzer
Creative Director

A culture close to the work

Working sessions turn questions into product requirements. Conversations keep the engineering grounded in the company’s reality.



Company working sessions
Time together, beyond the screen



Company workshop · space to work together



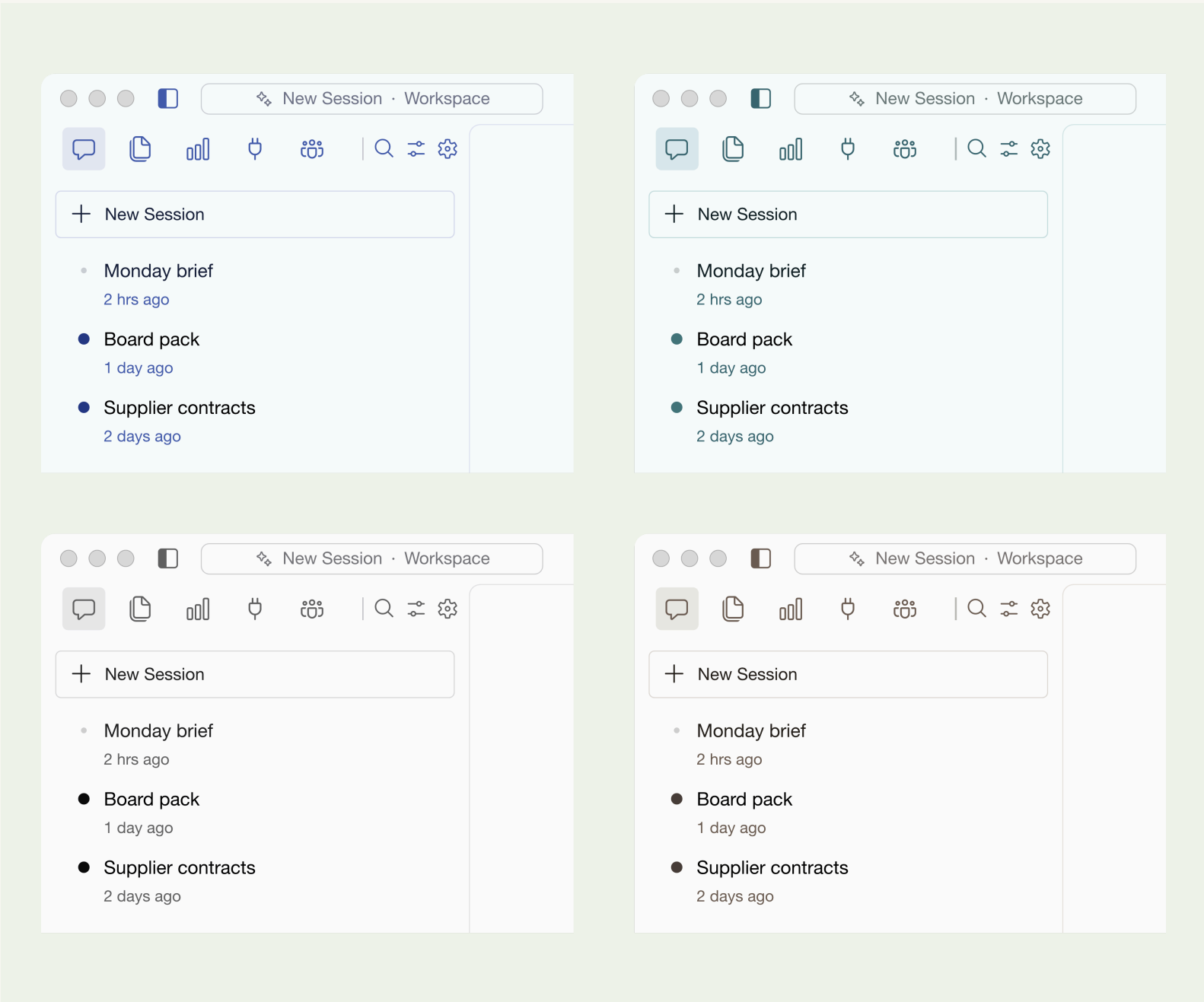
GeoNet
Meeting the leadership team



*A foundation
that keeps improving.*

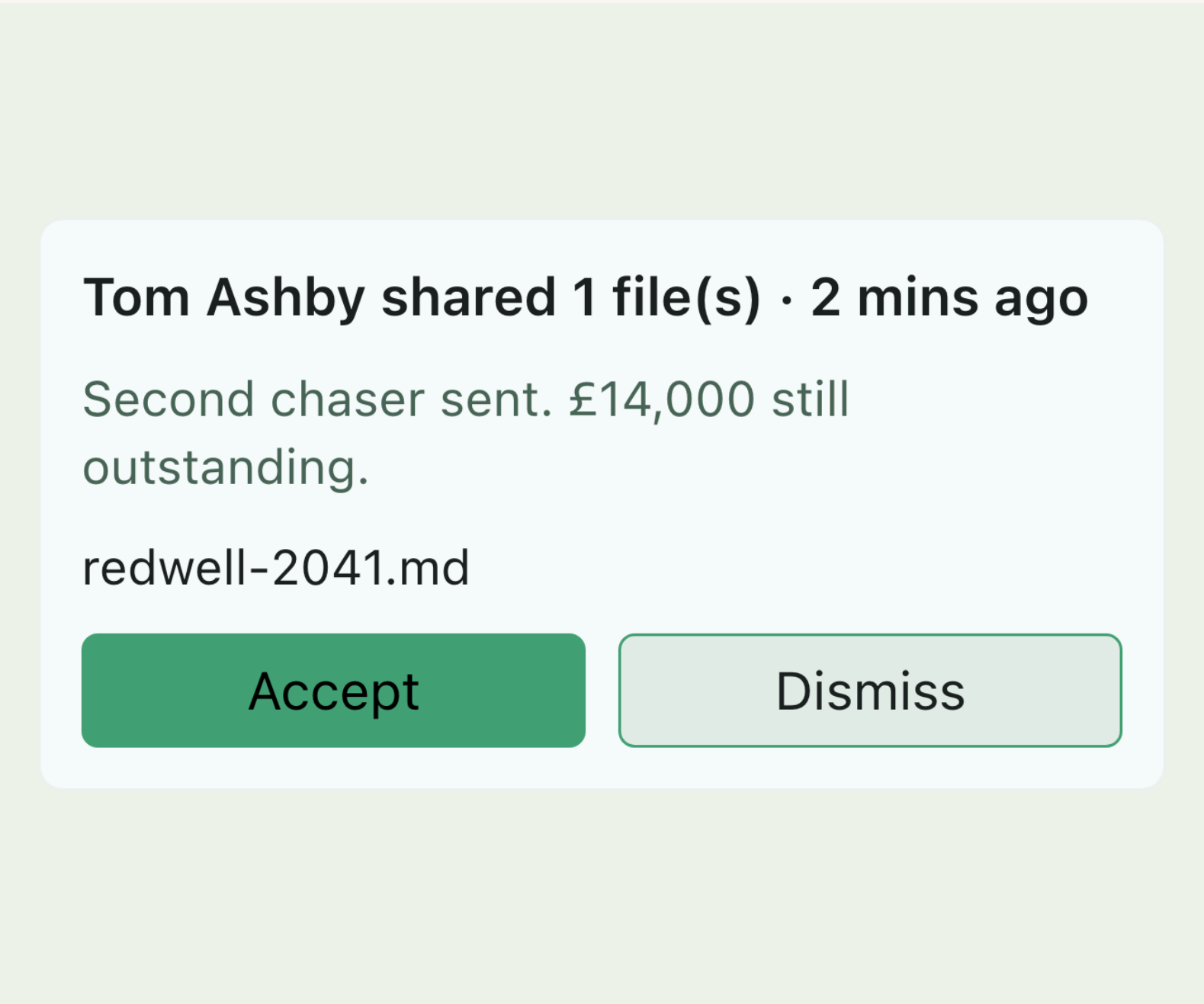
As models improve, the company's context and workflows become more valuable. The aim is to make that foundation useful in more of the work.

Where the next work goes



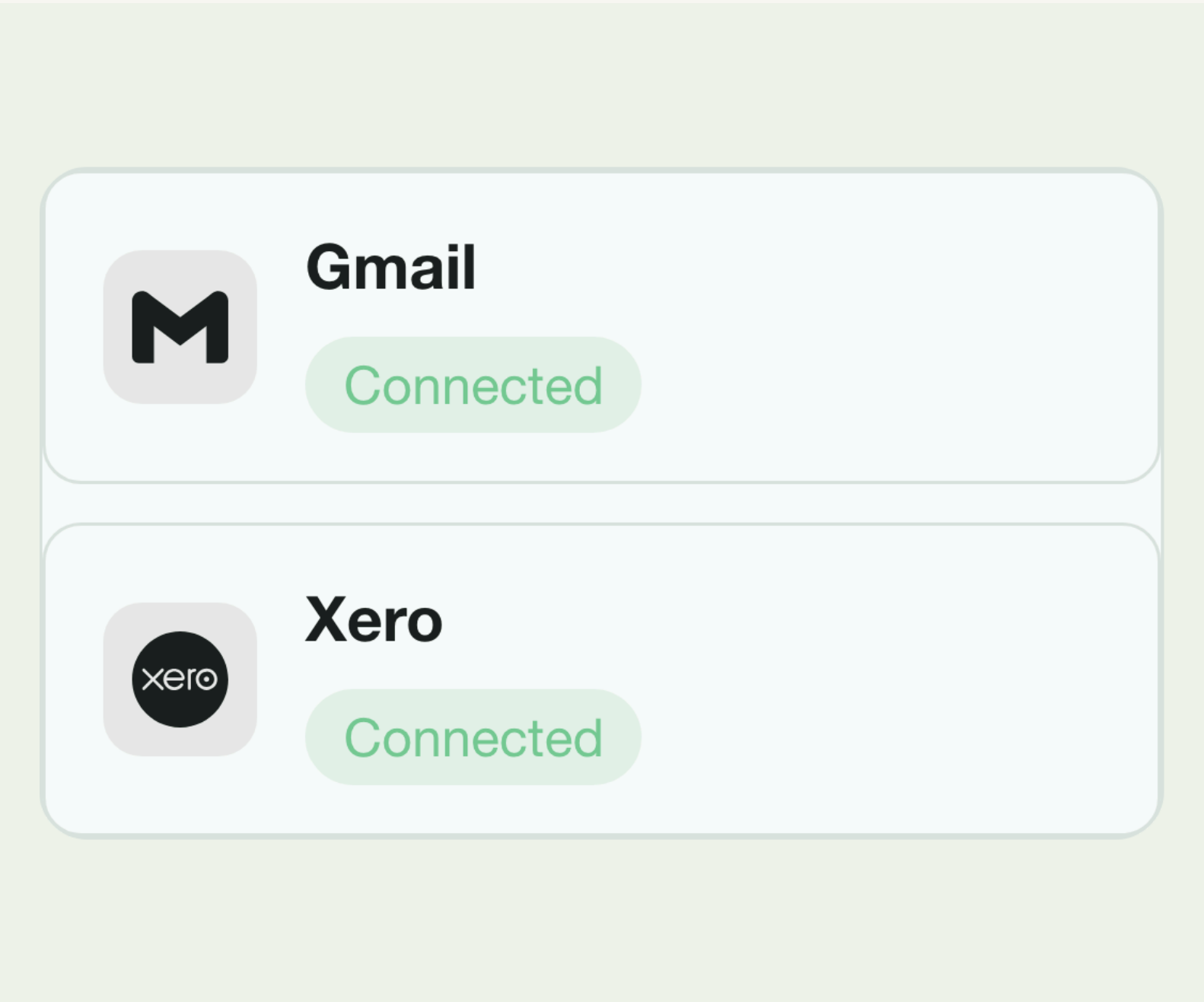
A company-specific experience

Keep making the application fit the company’s identity, vocabulary and operating priorities.



Collaboration with context

Help teams share useful work and its supporting context, with a clear recipient and next step.



More connected work

Expand the useful workflows around authorised tools, with outcomes and permissions agreed for each company.

From information to operating advantage

An owner should be able to see how the company is performing without chasing a chain of spreadsheets and conversations. A team should be able to find what it needs, understand where the information came from and move the work forward with the right people involved.

We begin with the business: its customers, responsibilities, definitions and the bottlenecks holding people back. We connect the relevant systems, structure their knowledge and build an application around the way the company operates. That gives each installation a practical purpose and a clear relationship to the work it supports.

A useful answer carries the context needed to evaluate it. The team can inspect the evidence, prepare its response and review an action before it reaches a connected tool. Imperium builds and maintains that operating layer alongside the company, as its knowledge, people and priorities develop.

Built around the company. Improved through the work.

[Read the company story](#)



See your company whole. Build around what matters.

Start with the work, the bottleneck and the outcome.

Request a demo ↗