

IMPERIUM

2026

Company
introduction

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A company, understood as a whole.

The information is there. It sits across inboxes, spreadsheets, systems and the few people who know how things work, so a simple question takes days and still lands on the owner's desk.

Imperium installs an AI Operating System that connects that knowledge. ARX gives every team one place to ask, understand and act, with the context of the business behind each answer.

Built around the work that matters.

Sales needs to see where deals stall, finance a cash position it can trust, and operations the next action with a name against it.

We connect the records behind those questions and build the company’s own application around them, so the answer comes back in minutes rather than days.



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



Different businesses. Specific work.

Hospitality & F&B

Continuum's recruitment OS is scoped around a problem every growing group recognises: receiving applicants, screening them and agreeing the next step with each hiring team. Bringing those stages into one shared workflow gives every handover an owner and keeps each decision with the people responsible for recruitment.

continuum HOSPITALITY GROUP

Property operations

BDL's engagement brings owner reporting and revenue management into one picture of the portfolio. The work starts with the information the business already holds, then connects it to the reports and decisions property owners depend on, staged around the business's operating priorities.

BALI DREAM LIVING REAL ESTATE

Explore client work

Trident Treehouse

More time to understand the client.

Trident Treehouse set out to cut the manual procedures and spreadsheet work that kept advisers away from their clients. Client knowledge becomes the context for research and preparation, so the information behind each relationship is ready before the conversation starts, and more of every adviser's day goes to the person they are advising.

View full story

Imprint Genius

Company knowledge, connected to the tools.

Imprint Genius describes a central OS that knows the business and its content, connects its apps and turns questions into presentations and finished work. Company knowledge travels with each task instead of being pieced together again in every tool, which is what makes the OS part of the team's daily workflow rather than one more thing to check.

View full story

Experience across businesses and industries

The tools differ, but the problems repeat: knowledge scattered across teams, reports that take days and work that waits 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.



Recorded conversation · questions before tools



Talking through where the work stalls



Live presentation · bringing AI into the operating conversation



Listening to how the work really runs



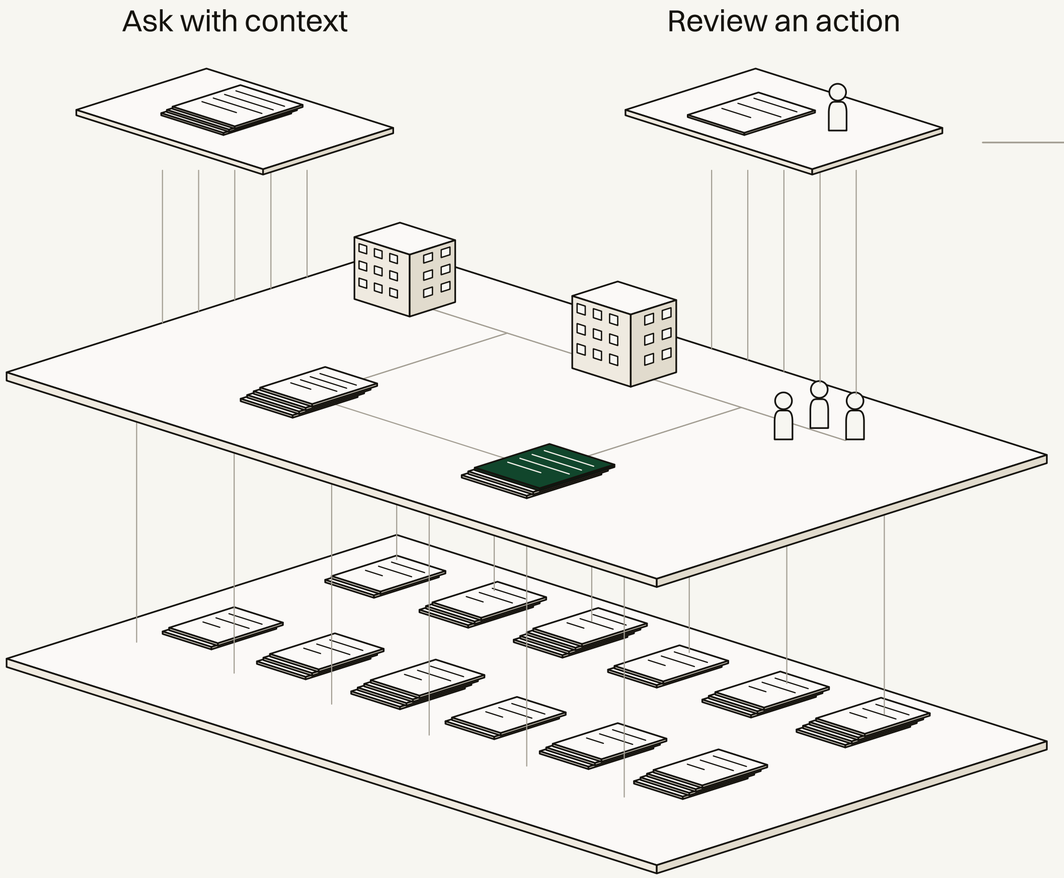
Learning alongside business owners



Workshop · from questions to decisions

The company, connected.

Scattered business data becomes company context, so ARX can help people decide and act with the whole picture.

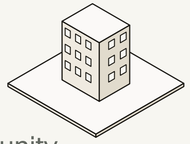


Every record is linked to the customers, projects, people and decisions it belongs to.

Across the business

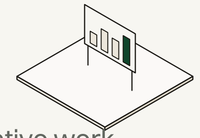
The same foundation, configured around each team's priorities.

Sales



Pipeline, follow-up and opportunity context

Marketing



Campaign evidence and creative work

Finance



Cash, invoices and commitments

Operations



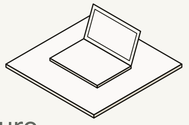
Processes, exceptions and owners

People



Recruitment and shared knowledge

Leadership



The company's operating picture

In the work

continuum HOSPITALITY GROUP

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

TRIDENT TREEHOUSE

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

BALI DREAM LIVING REAL ESTATE

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



Geonet

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

Geonet

From campaign data to a plan

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

Watch Elissa's conversation ↗

TRIDENT TREEHOUSE

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

BALI DREAM LIVING
REAL ESTATE

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

The operators behind the work



TRIDENT TREEHOUSE

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.

BALI DREAM LIVING
REAL ESTATE

View full story



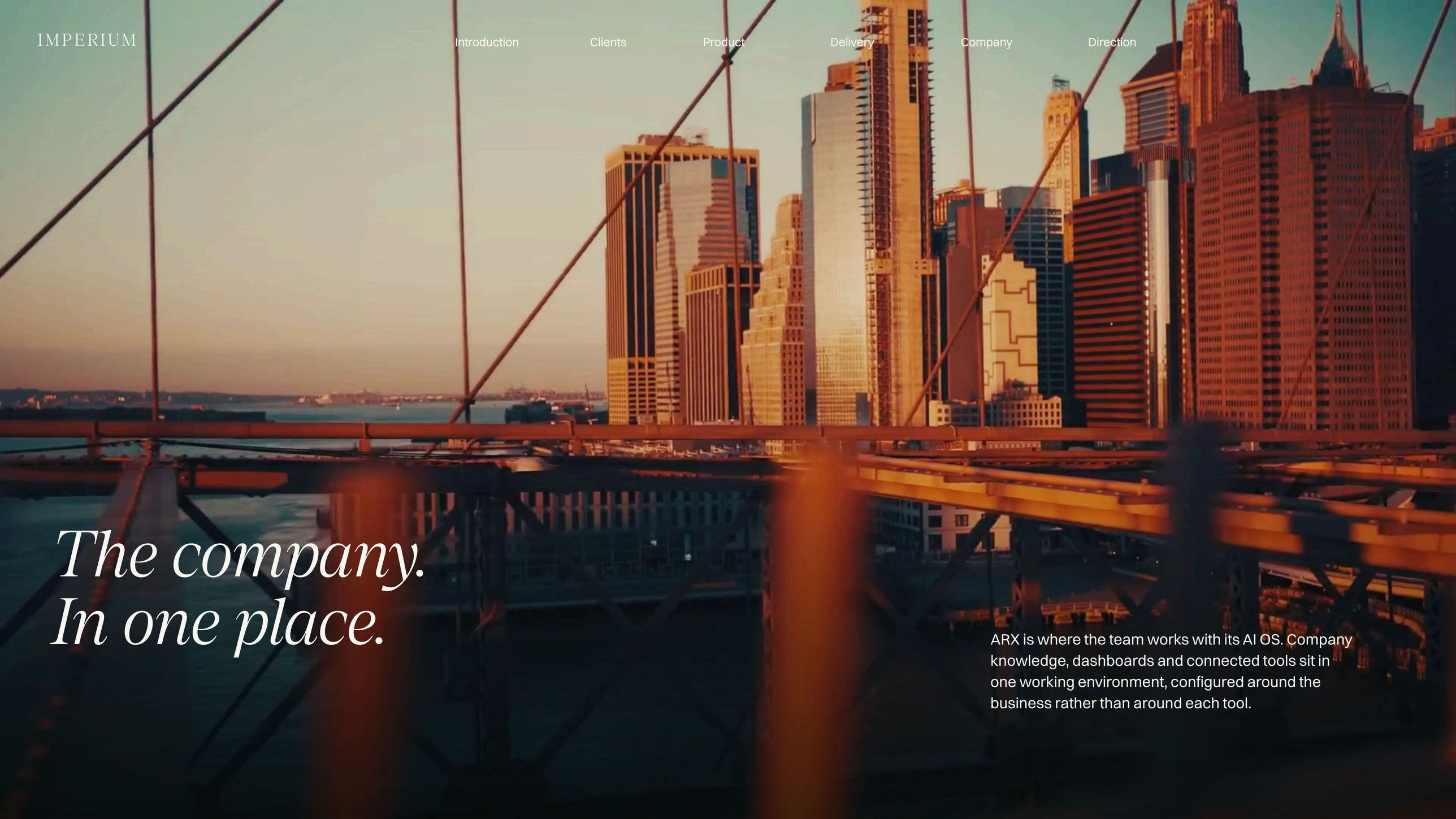
Ben Barnes

Chief Operating Officer · Geonet

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

Geonet

View full story



The company. In one place.

ARX is where the team works with its AI OS. Company knowledge, dashboards and connected tools sit in one working environment, configured around the business rather than around each tool.

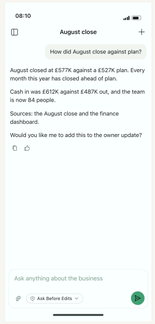
Your app.

Configured for your company

Your KPIs.

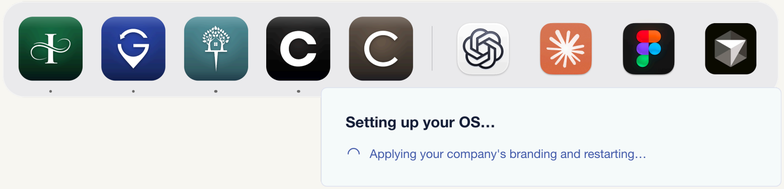
Built around the work

On mobile



Deployment-specific

A company-specific application



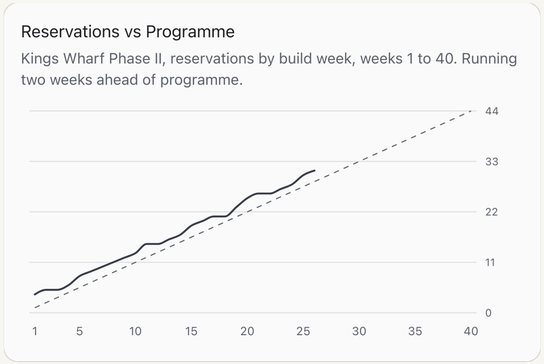
Your identity and your team, on your own AI OS.

1,400+ ways to connect

Shopify · HubSpot · Salesforce · Xero
ClickUp · Drive · Slack · Notion
Gmail · WhatsApp · Calendar · Teams

Explore the catalogue. Connect the tools you authorise.

The operating picture



ARX

Your company's knowledge, connected

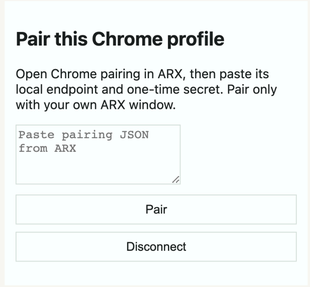
The context behind every answer and action.

Multi-model

OpenAI · Claude · deepseek

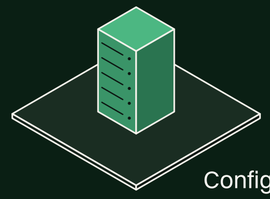
Self-hosted options assessed per installation

In Chrome



Extension · private preview

Deliberate permissions



Configured for the work.

Redwell: £14,000 outstanding at 31 days. One chaser sent on Friday.

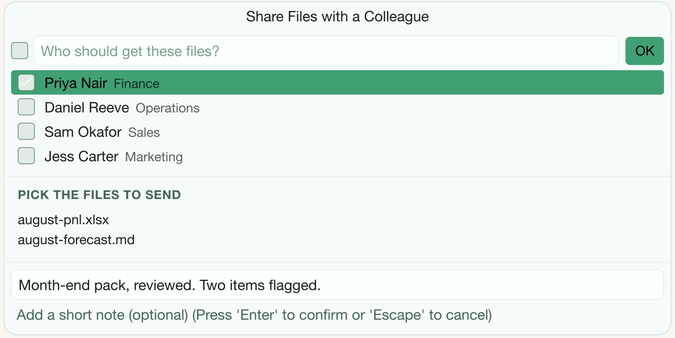
From the number to the next action

Prepare

Reports, proposals and follow-up

Collaborate

Share useful work and context

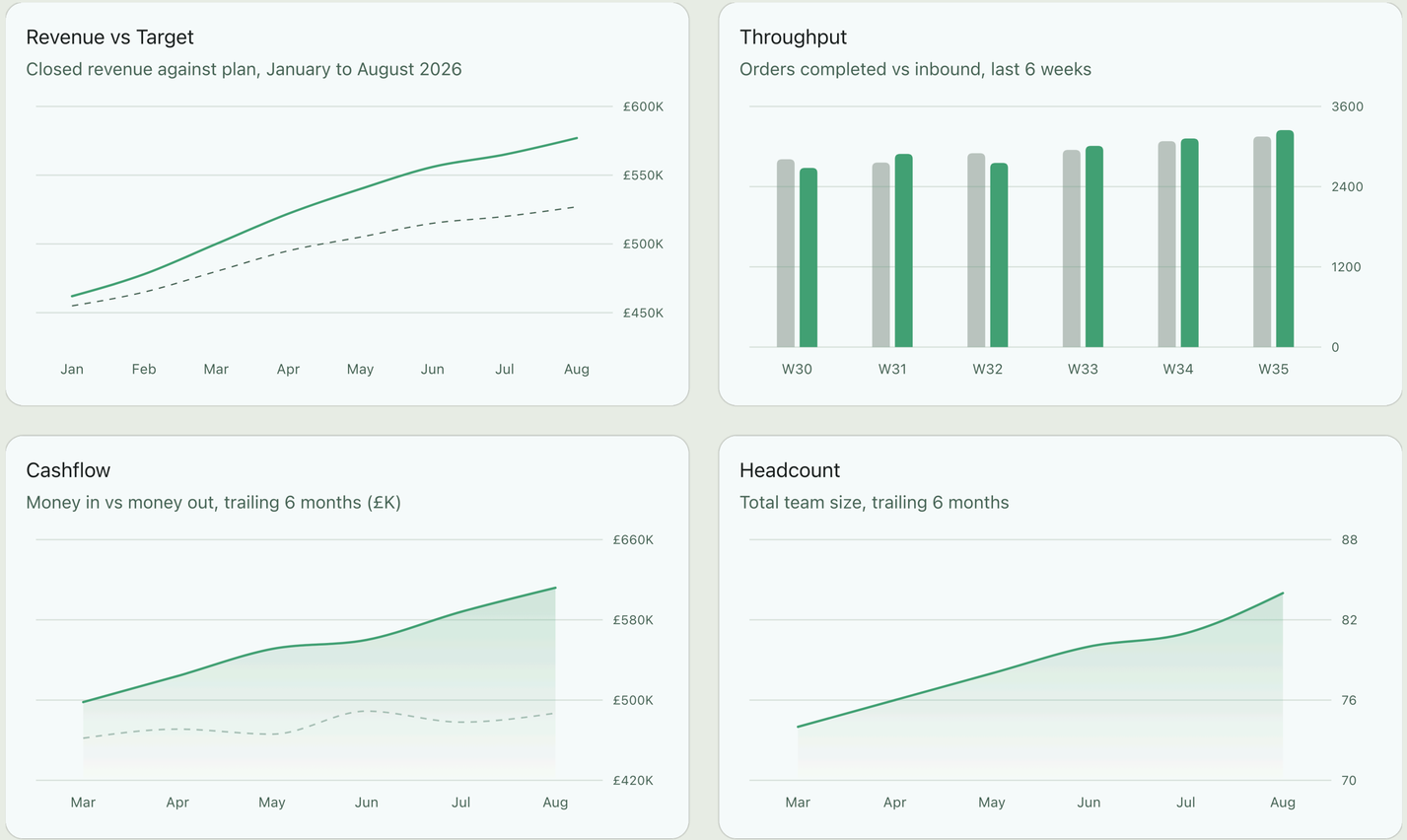


Shared work

Product illustrations · fictional demo data

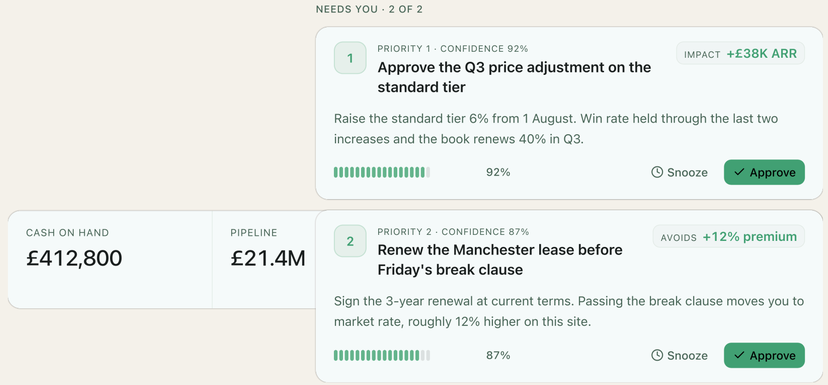
See the number. Understand the work.

The owner should see the number without waiting days for a report. Your company's measures sit beside their sources, the work behind them and the people responsible for moving them.



Revenue against plan · orders completed · cash in and out · team size

What needs attention?

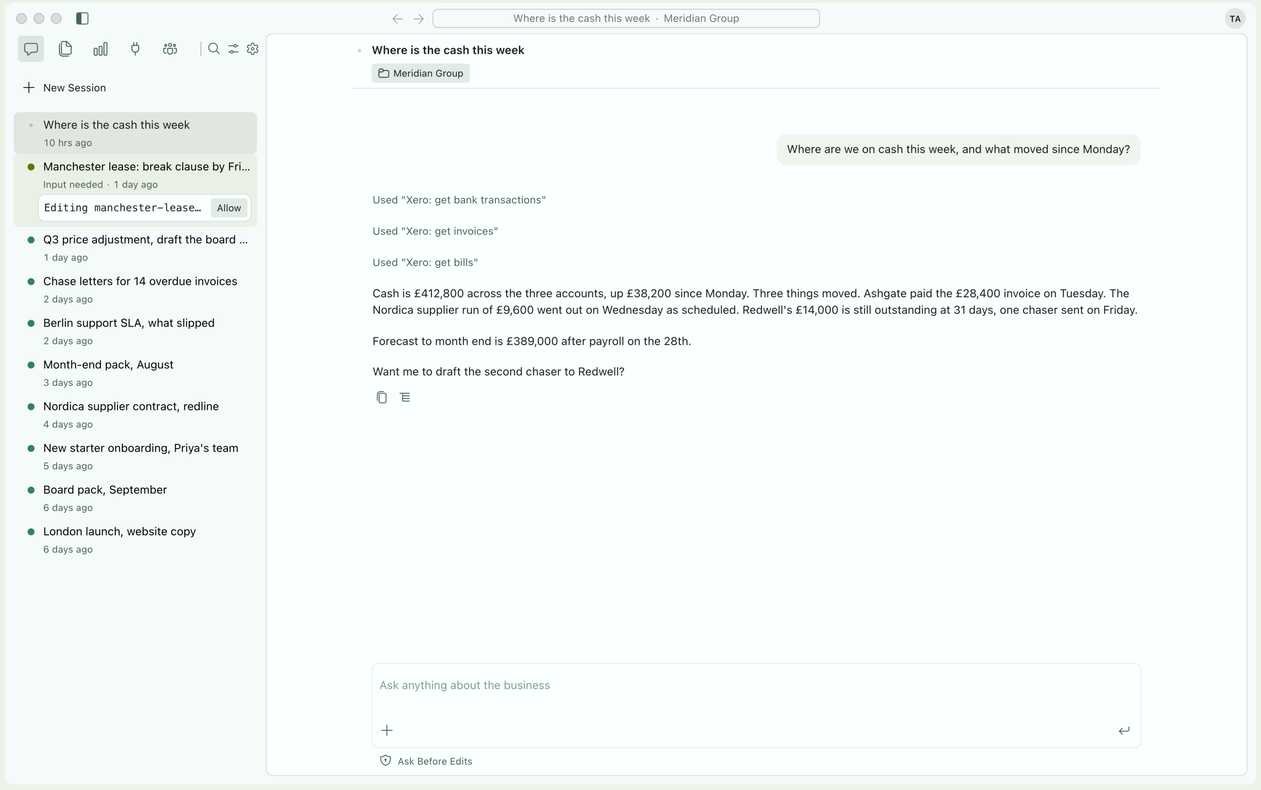


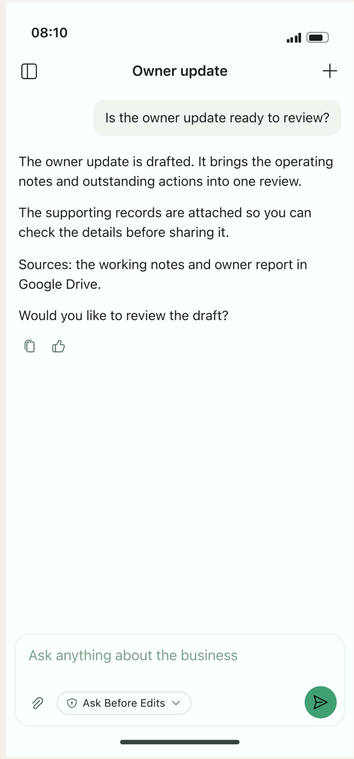
Start with the questions your team already asks. Agree the definitions and baseline, connect the right records, then make the operating picture part of the weekly work.

Source-backed product views with 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.

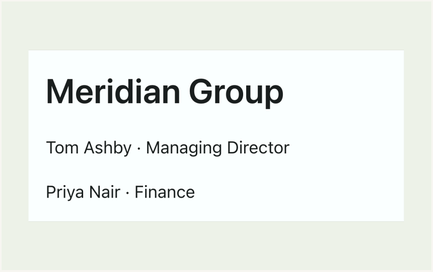
On the move

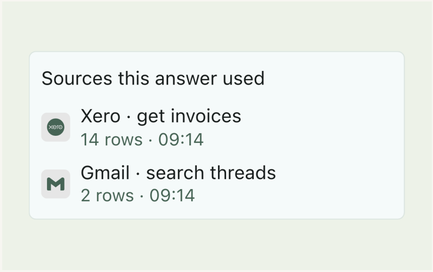
Mobile availability is deployment-specific.

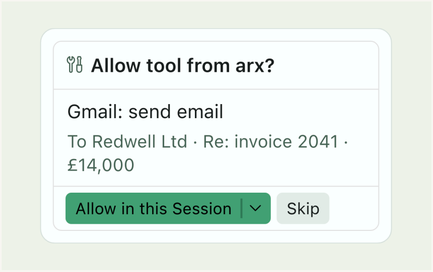
Actual product-kit interfaces with fictional demonstration data. Desktop and mobile views are illustrative configurations.

A year of progress



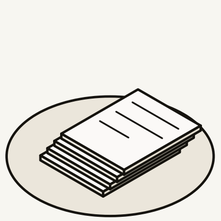


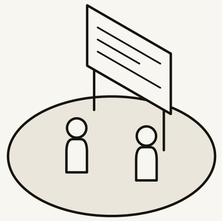




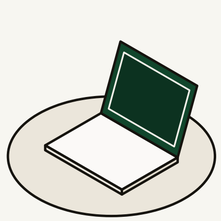
NEXT

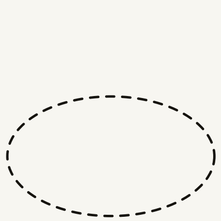
Deeper collaboration across the team











Q4 2025

Applications built on expert knowledge
Structured company information
Taxonomy and retrieval
Search by meaning

Q1 2026

One view of company knowledge
Shared business definitions
Clear workflow ownership
Operational partnerships

Q2 2026

Continuum recruitment
Core Concept Living
Answers that show their sources
Company dashboards
Retrieval and memory

Q3 2026

NOW

Each company’s own app
Approvals for connected actions
Team onboarding
A catalogue of 1,400+ tools
Sharing across the team

Oct 2026

PLANNED

Shared work that carries the company’s context

Development themes, not exact release dates. October 2025 to April 2026: the company’s account. May to September 2026: dated records. October 2026: planned.



Engineering. Inside the business.

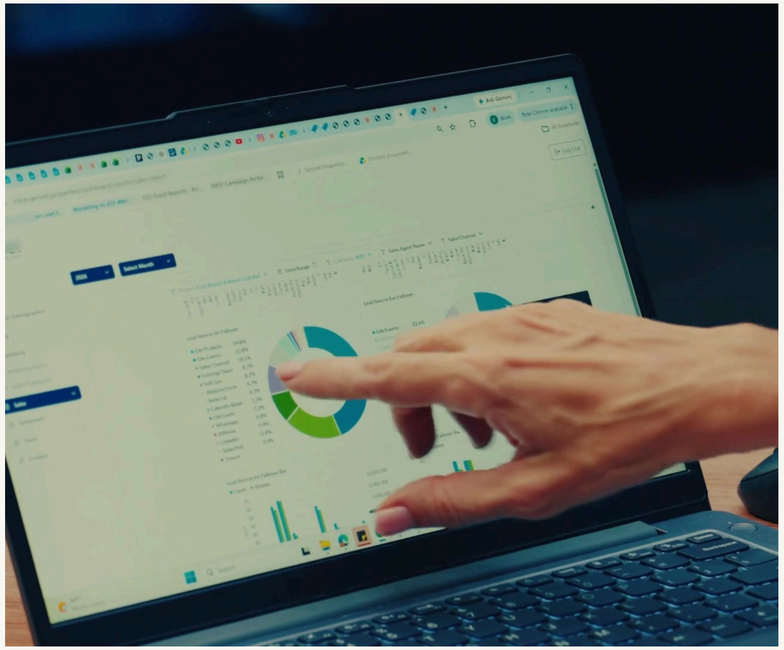
The installation succeeds when the team can use it on real work. That takes engineering, an internal owner and a clear outcome.

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.

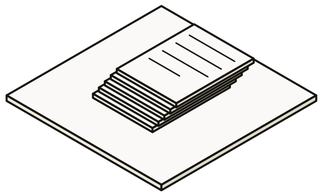
Architectural frames are editorial B-roll from the published film and do not show Imperium facilities.

Experience that informs the work

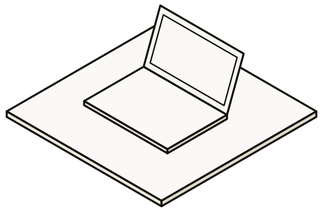
Our background combines software, data procurement, migration and resource-planning systems for large organisations with the analysis of marketing, sales and operations. That experience informs how we structure company knowledge, connect its systems and improve the work behind the numbers.

SAP

ALDI



SOFTWARE & DATA SYSTEMS



COMMERCIAL OPERATIONS

Founder-reported professional background. Prior engagements are not current Imperium customers or endorsements.

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 OS 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 OS part of everyday work.

Principles for useful AI

An AI OS earns its place through the work it helps people do. These principles guide how Imperium builds and runs every installation.

Start with the company

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

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

TRIDENT TREEHOUSE

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

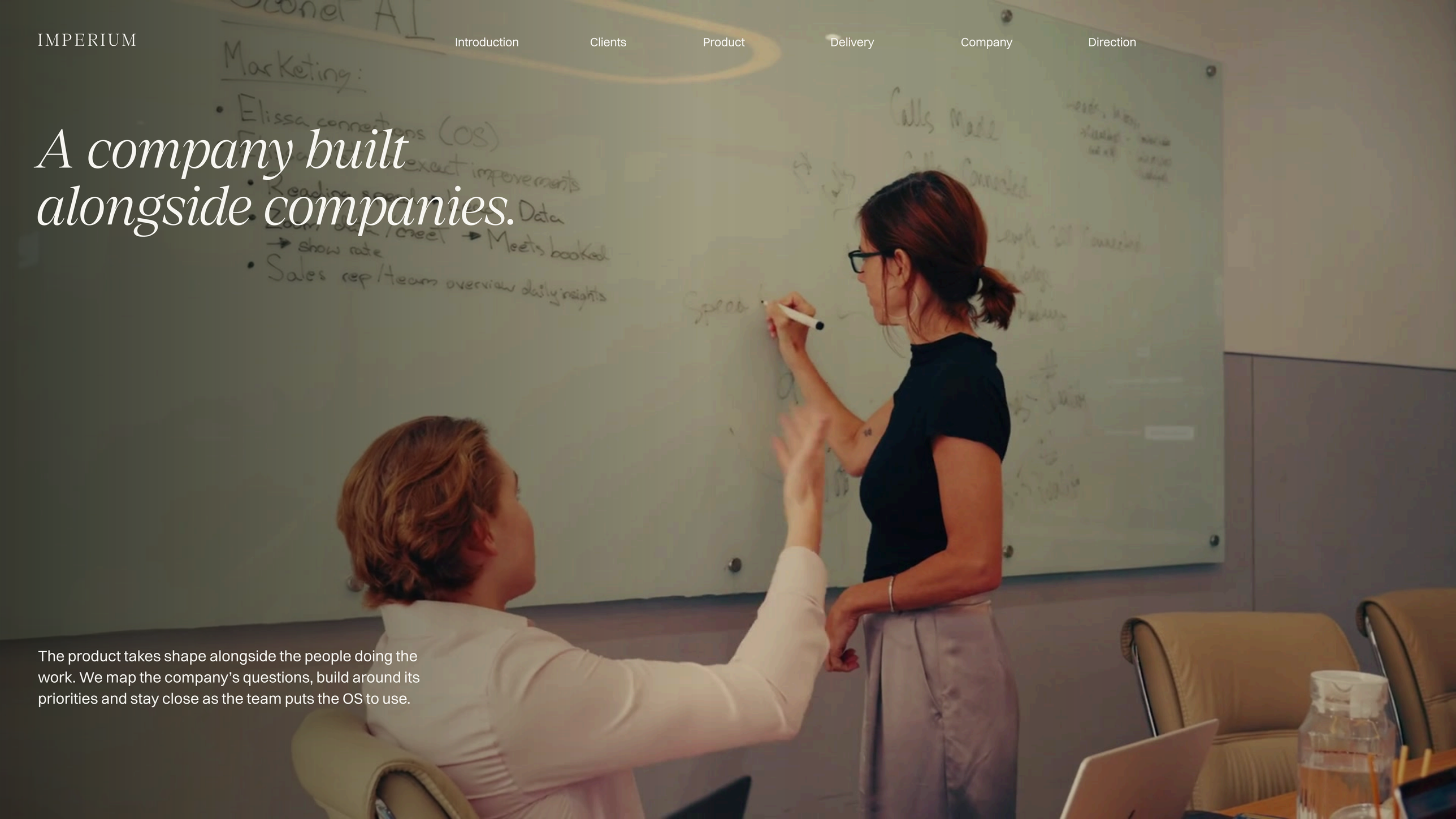
The underlying model will change. The company’s knowledge, definitions, workflows and permissions are the foundation the team keeps building on.

People who can use it

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

Explore the approach

A company built alongside companies.

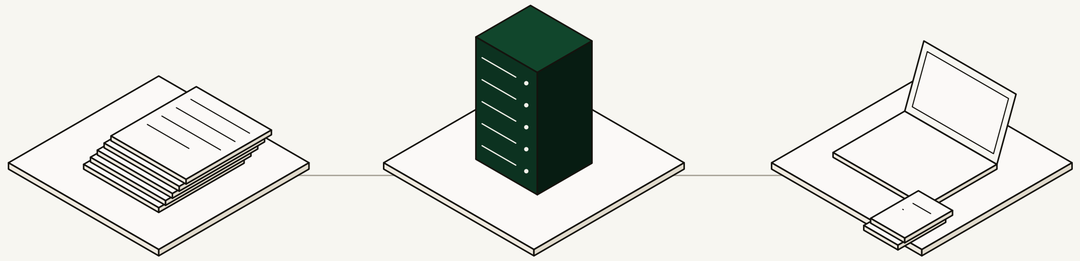


The product takes shape alongside the people doing the work. We map the company’s questions, build around its priorities and stay close as the team puts the OS to use.

One responsibility, from build to operation.

Build. Run.

An installation and an ongoing engineering relationship.



Understand

Map the company, its tools and the work.

Connect

Build the context and agreed workflows.

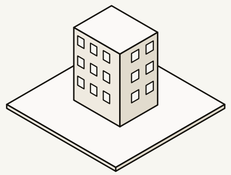
Improve

Support adoption and refine the OS.

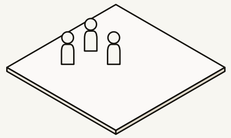
Software and engineering, together.

Start with the two-minute audit

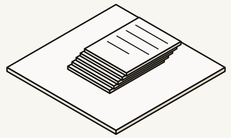
The architecture behind useful work



Customers



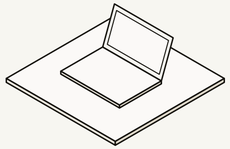
People



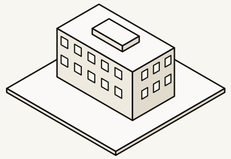
Knowledge



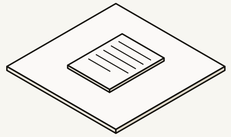
Integrations



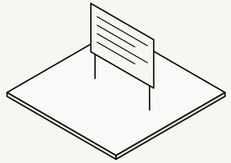
Applications



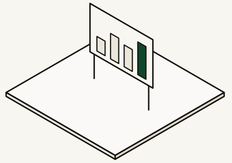
Operations



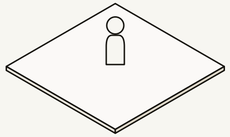
Commitments



Conversations



Measures

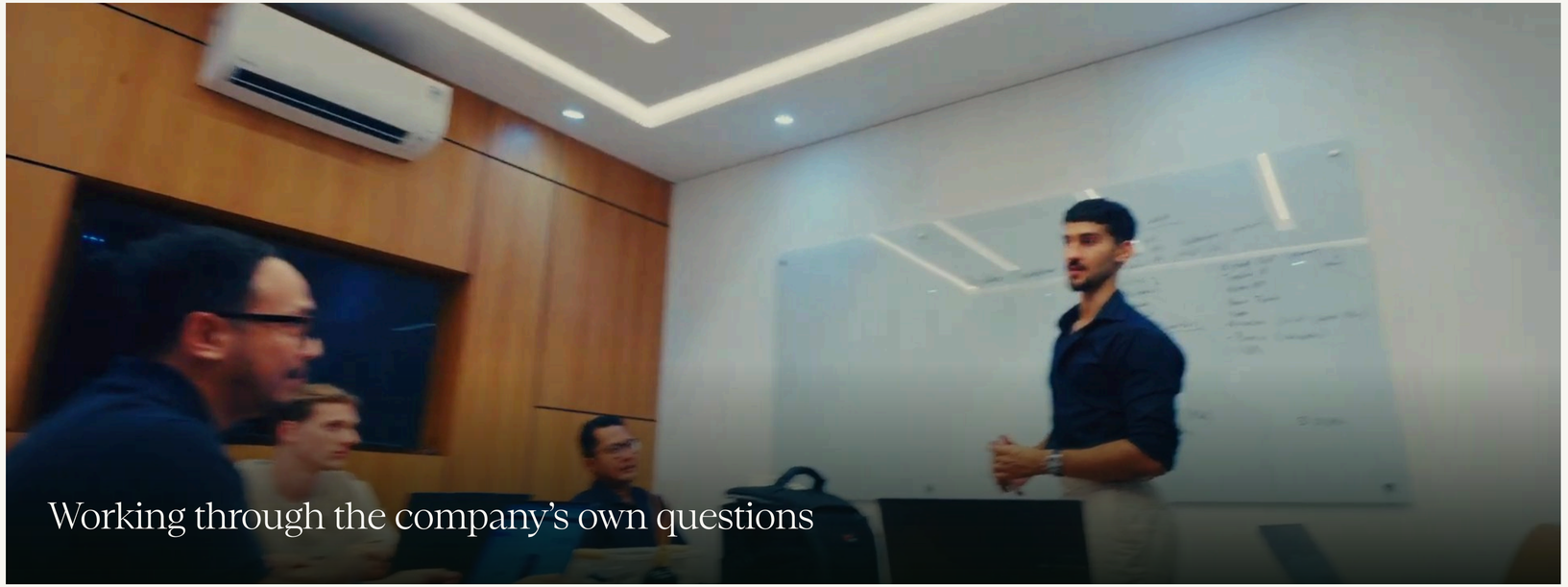


Permissions

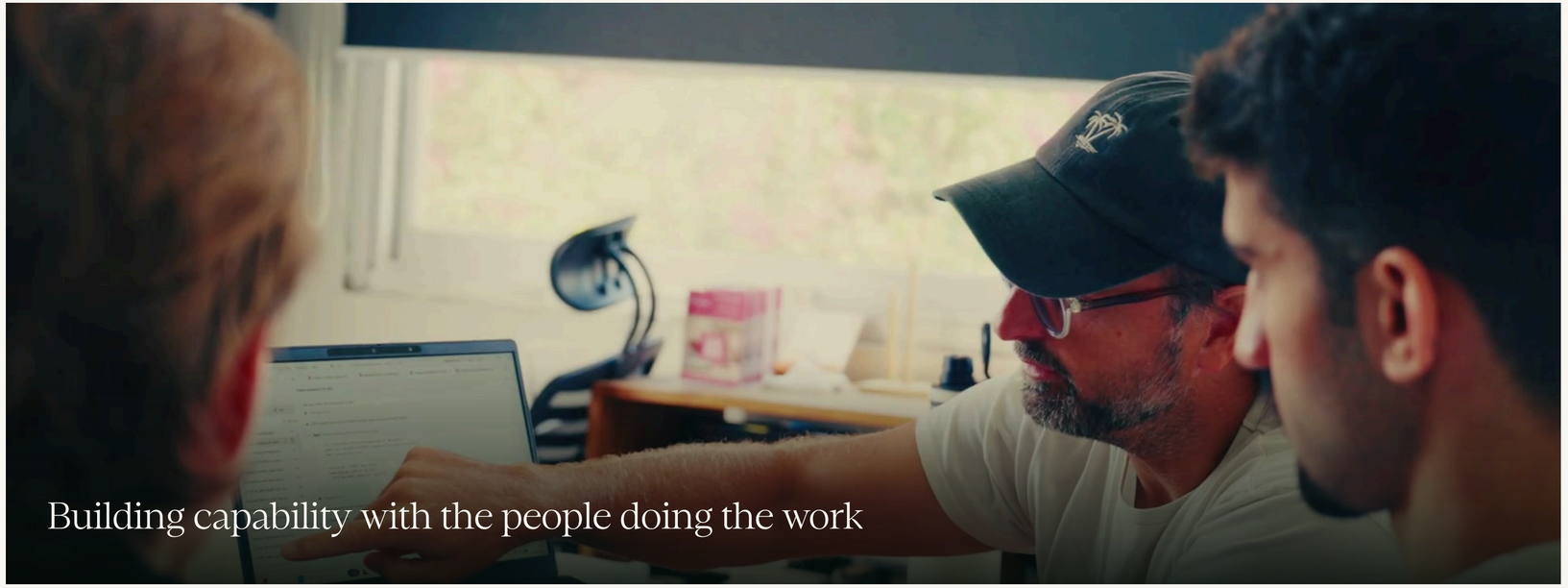
An overdue invoice belongs to a customer, a project, a conversation and the person responsible for chasing it.

The AI OS keeps those relationships together, so every answer starts from the business itself rather than an isolated prompt.

Installed with the people who use it



Working through the company’s own questions



Building capability with the people doing the work

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 OS, trust its boundaries and can use it without waiting for the owner.

See how in-house capability is built

Built around different businesses

A property company and a sourcing business start from different places. The same foundation becomes useful through each company’s own knowledge, working practices and connected tools.

Each installation begins with a defined scope and keeps improving as the team uses it.



CORE CONCEPT LIVING

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

Imprint Genius

Knowledge connected to the tools

Isaac describes a central OS 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 ARX 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 AI models it uses 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 OS



Working session · mapping the company before the build

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.



On stage · AI operating systems for business





Time together, beyond the screen



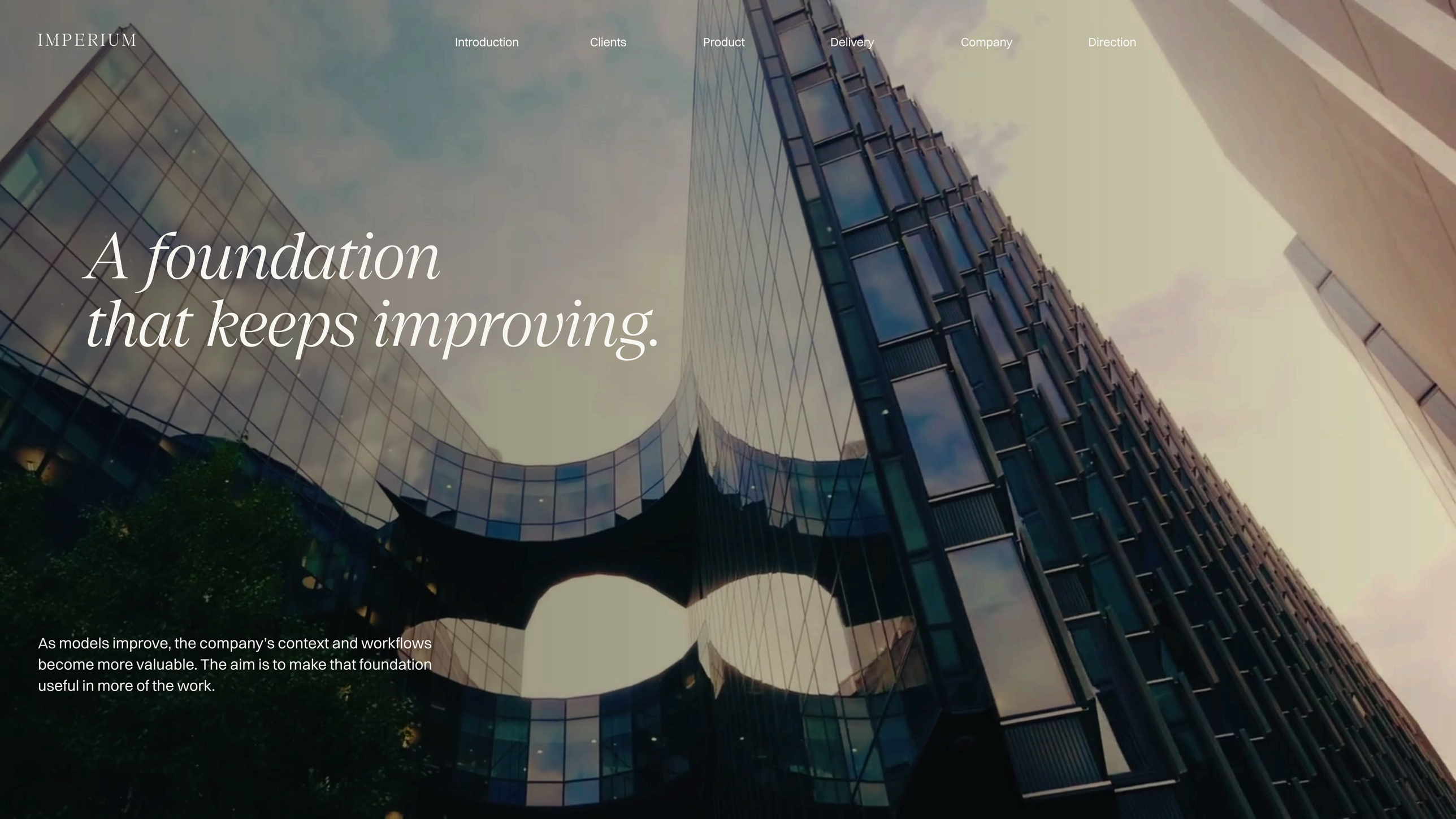
Company workshop · space to work together



Conversations with operators



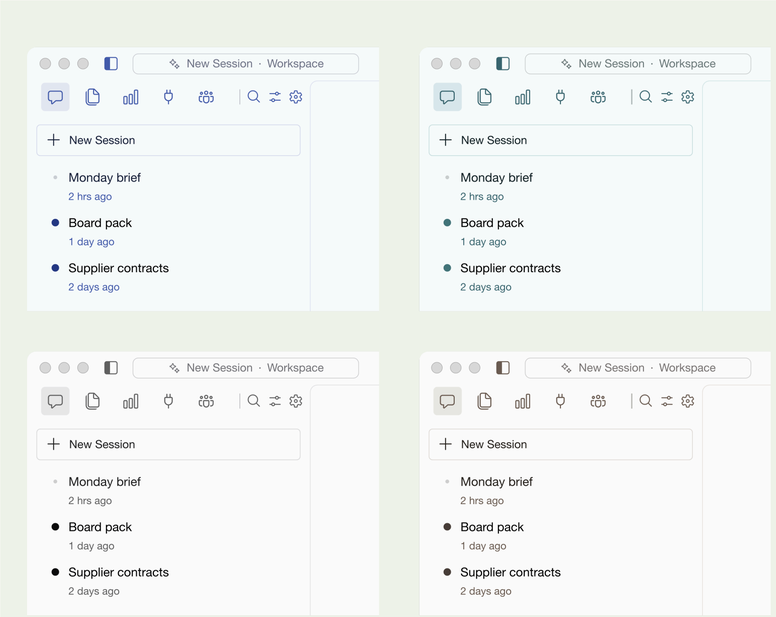
Geonet · meeting the leadership team



A foundation that keeps improving.

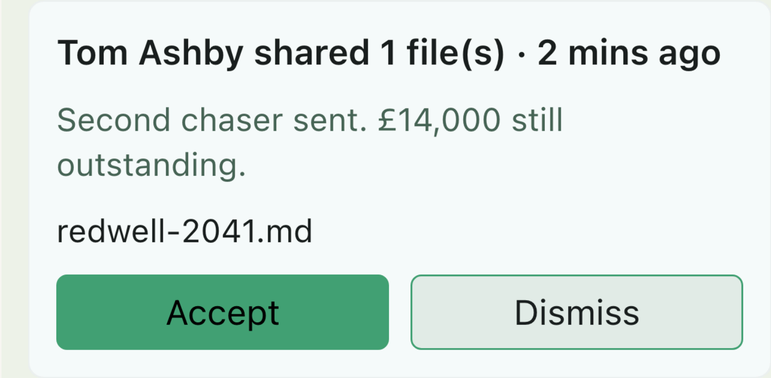
As models improve, the company’s context and workflows become more valuable. The aim is to make that foundation useful in more of the work.

Where the next work goes



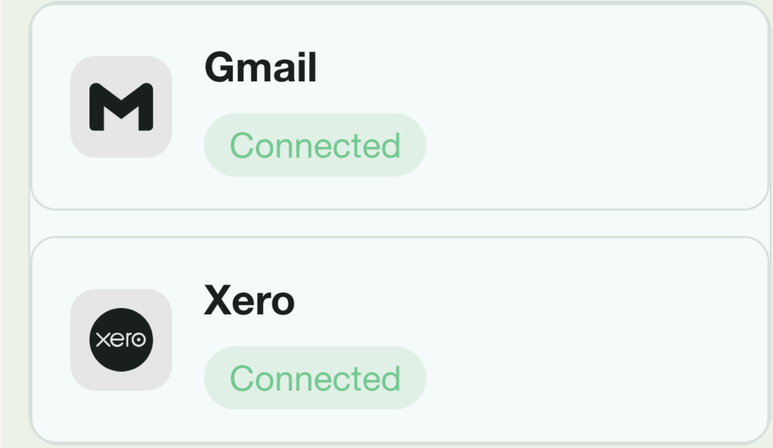
A company-specific experience

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.

Development direction. The views above illustrate current product patterns, not dated release commitments.



From information to operating advantage

When the information does not join up, the usual fix is another hire, and payroll grows faster than profit. The owner still chases spreadsheets and conversations for a straight answer, and decisions wait on the same few people, however many are hired.

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 the AI OS 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.

Find where your team is losing hours before you make the next hire.

Take the two-minute audit ↗

IMPERIUM

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