



IMPERIUM

2026

Company
introduction

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A foundation that keeps improving

IMPERIUM

Introduction

Clients

Platform

Delivery

Company

Direction

A company, understood as a whole.

The information is there. It lives across accounts, inboxes, spreadsheets and the people who know how things work.

Imperium connects that knowledge into a company operating system. ARX gives every team a place to ask, understand and act.



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.

The work changes first

25

Creative concepts

Alongside campaign analysis and a rebuild plan.

30 min

For the campaign task

Elissa Doyle, CMO, GeoNet. One reported task.

4 days

For a four-week plan

About four days, reported by Ben Barnes, COO, GeoNet.

[Read the full client accounts](#)



1

planned office
administration role

Shanny Poijes · Core Concept Living
His revised staffing plan. Site labour remains.

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.



[Explore client work](#)

Property operations

Bali Dream Living’s engagement brings owner reporting and revenue management into one operating picture, with delivery staged around the business’s priorities.



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.

[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.

[View full story](#)

Experience across businesses and industries

From hospitality and property to retail, technology and professional services.



In the room with operators



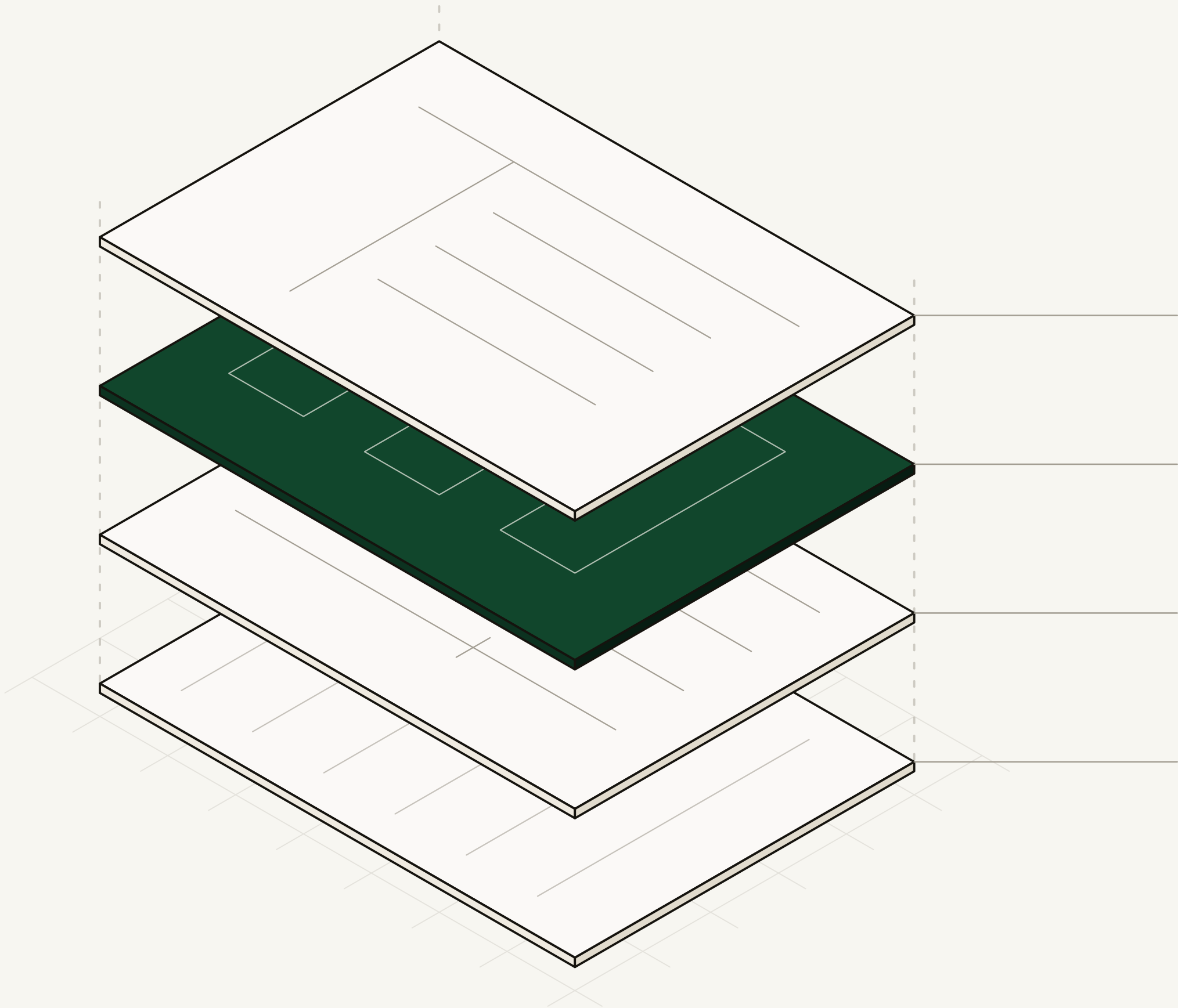
Questions from the people doing the work shape the product: visibility, accountability, adoption and time returned to the team.



Learning in public. Building alongside teams.



The intelligence sits in the company



A model supplies reasoning. The operating system supplies the business it needs to understand.

ARX · The working surface

Ask questions, inspect dashboards, prepare work and collaborate.

Governed actions

Connected tools, deliberate permissions and a reviewable record.

Intelligence

Models work with retrieval, business memory and structured context.

Company knowledge

People, customers, documents and source systems, organised around the business.

Built around the questions that matter

Sales	Where do leads stall?	Connect CRM activity, conversations and follow-up.	Pipeline movement
Marketing	What should we change?	Read campaign results beside offers and customer context.	Conversion and creative output
Finance	What needs attention?	Bring cash, invoices and commitments into one picture.	Collections and cash visibility
Operations	What happens next?	Make recurring work, owners and handovers visible.	Cycle time and exceptions



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.

Chad describes greater visibility and accountability across that work. The value is an operating picture the team can use, with the company's context behind it.

Chad Egan · Founder & CEO

[View the GeoNet story](#)



From campaign data to a plan.

“It’s having a CRM analyst, a sales performance analyst, a business analyst and a revenue manager, all in one.”

Elissa used the OS to analyse a campaign, identify gaps and develop a plan with 25 creative concepts. She reports that the task took 30 minutes.

Elissa Doyle

Chief Marketing Officer · GeoNet

[View full story](#)

One platform, different operating needs



Advice with context

Reduce administration around a high-touch advisory service, so the team can focus on understanding each client.

[View full story](#)



A view across properties

Bring reporting, owner communication and revenue work together around a property-management business.

[View full story](#)



Knowledge that travels

Turn business knowledge and financial models into plans and presentations the leadership team can share.

[View full story](#)

*The company.
In one place.*

ARX is where the team works with the operating system: company knowledge, connected tools, dashboards and the next action.

Your own
company
app.

Configured around your
people, language and work.

Meridian Group

Tom Ashby · Managing Director

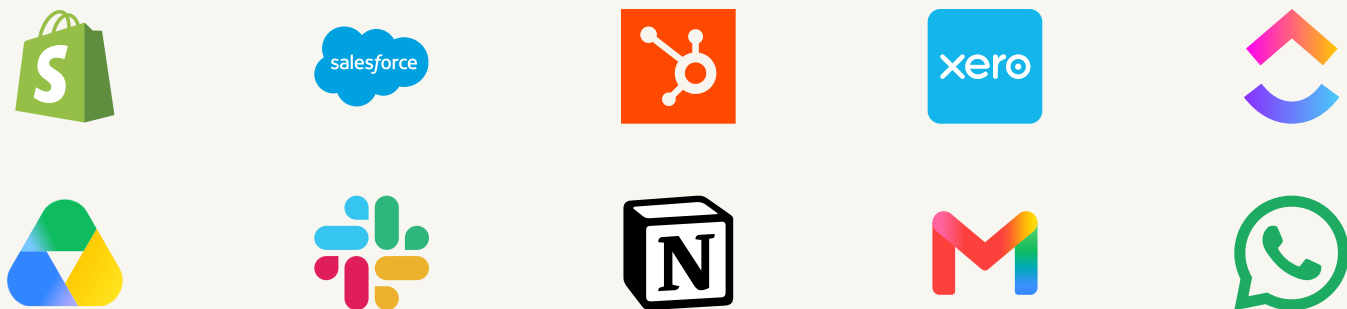
Priya Nair · Finance

Your identity

1,400+

integration options

Selected and authorised for your deployment.

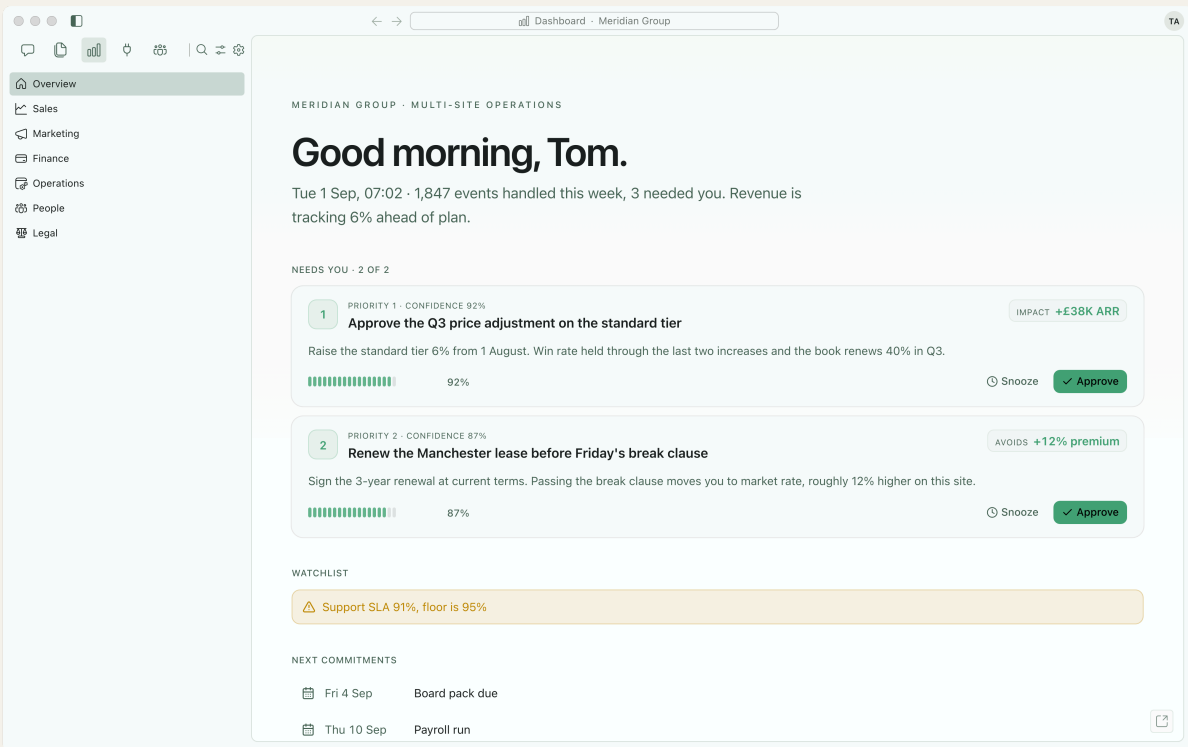


See the sources

Sources this answer used

- Xero · get bank transactions · 3 rows · 09:14
- Xero · get invoices · 14 rows · 09:14
- Xero · get bills · 6 rows · 09:14
- Hubspot · search deals · 5 rows · 09:14
- Gmail · search threads · 2 rows · 09:14

computed by the Imperium gateway



Your operating picture

ARX

The company’s operating system.
Built for the way your team works.

Explore ARX

Multi-model



Codex



Claude

Claude by default.
Codex: private preview.

Your tools



Gmail

Connected



Xero

Connected

Your business.
Your KPIs.

Sales, finance, marketing
and operations.

Hi Redwell team,

When can we expect payment for
invoice 2041 (£14,000)?

Thanks, Tom.

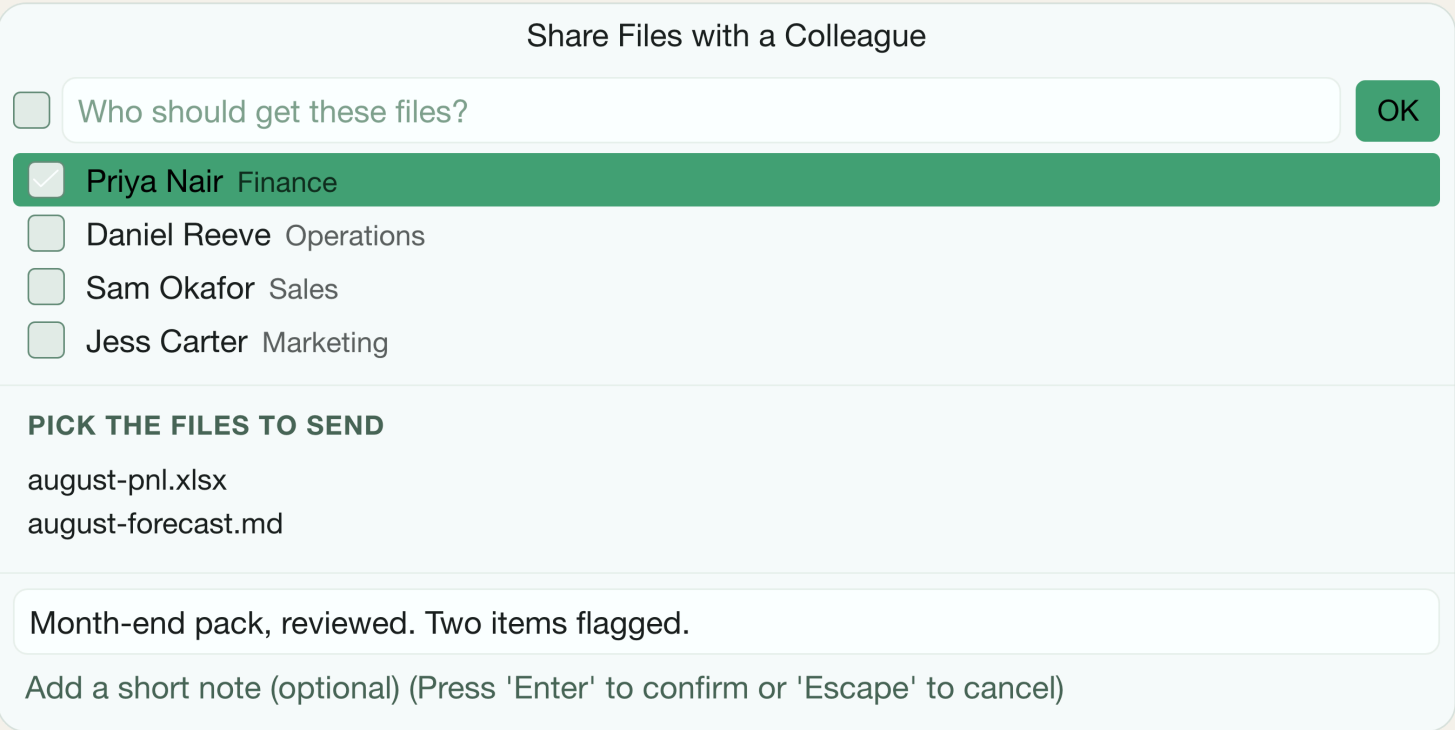
Prepare the work

Share context

Files, notes and colleagues.

Review actions

Permissions set for the work.



Illustrative product views · Demo data

The dashboard starts with your questions

A useful operating picture brings the next decision closer: what needs attention, where the number came from and who should act.

See the business

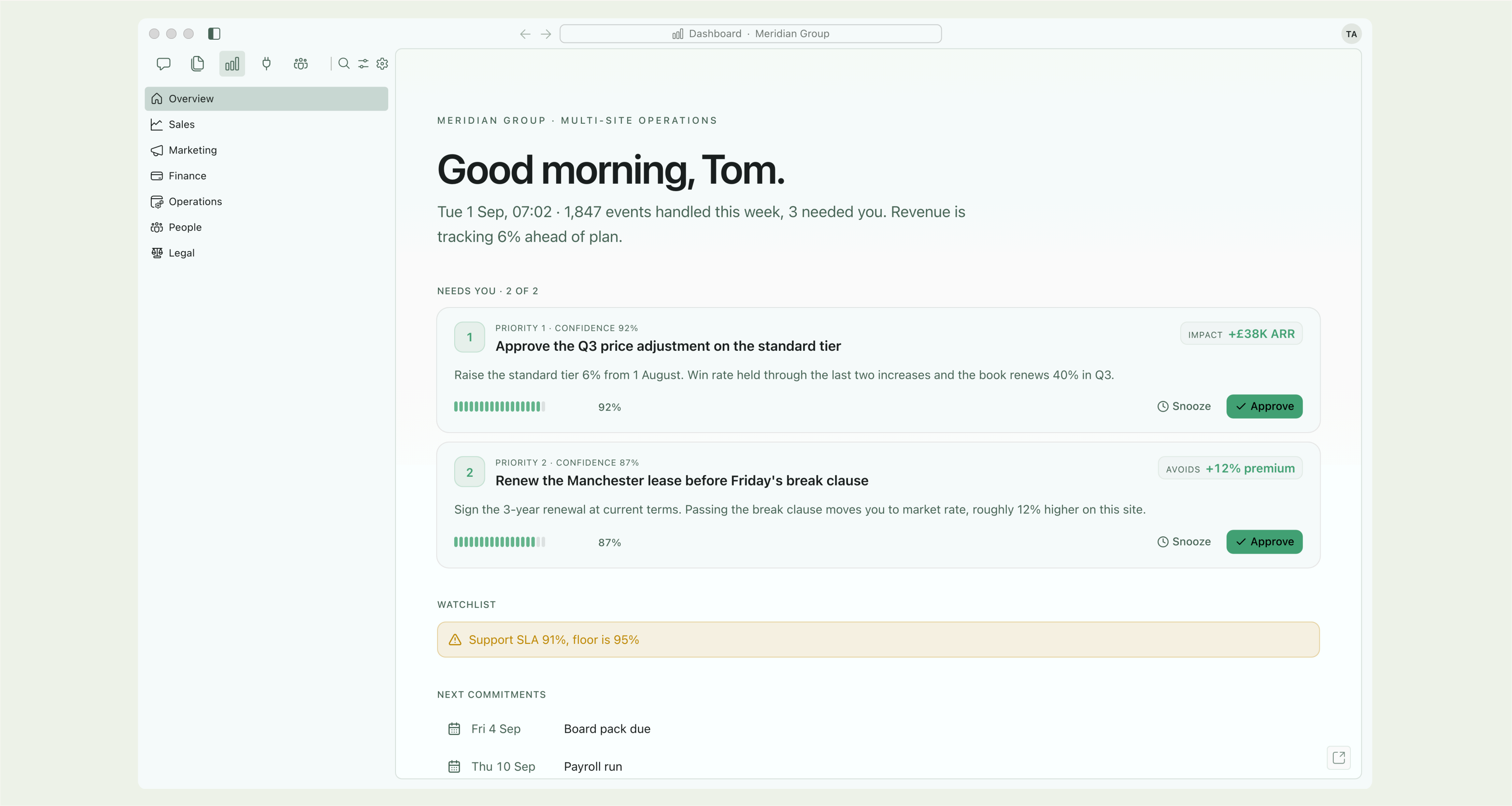
Bring the measures that matter into a view built for the company, instead of collecting another weekly report.

Keep the source close

An answer is more useful when the team can inspect the underlying records and understand its limits.

Start with one outcome

Choose a workflow and a baseline with the owner. Expand after the team can use it reliably.



Ask. Prepare. Review.

Sources this answer used

 Xero · get invoices
14 rows · 09:14

 Gmail · search threads
2 rows · 09:14

An answer with evidence

Ask in plain language. Inspect the source records behind the answer before using it in a decision.

Hi Redwell team,

When can we expect payment for invoice 2041 (£14,000)?

Thanks, Tom.

A useful piece of work

Prepare a report, follow-up or proposal using the company’s context. Review and refine it with the team.

 **Allow tool from arx?**

Gmail: send email
To Redwell Ltd · Re: invoice 2041 · £14,000

Allow in this Session | 

Skip

An action with boundaries

Connect the tools you authorise. Requested actions follow the permissions configured for that installation.

A year of building the operating layer

From knowledge systems to company-specific applications. Foundations, deployments and the next development horizon.

Q4 2025	Q1 2026	Q2 2026	Q3 2026	October 2026
Origins · Company account	Origins · Company account	Dated engagements	Product & deployment records	Planned direction
Mentorly origins Turning expert knowledge into an on-demand application	Business context From individual expertise to company-wide information	Company information Definitions, identity and source provenance	Retrieval and memory Semantic search, structured context and shared knowledge	Deeper context More useful connections between company records
Knowledge structure Organising material around what people need to ask	Workflow orientation Sales, operations and the people responsible for each	Continuum recruitment Group hiring workflows NDA signed · 11 May	1,467 catalog entries Integration options Catalog · 1 September	Broader workflows Refine governed actions around measured outcomes
A focused interface A working doorway into a body of knowledge		A working dashboard Continuum dashboard record 13 June	Company-branded seats GeoNet · Trident Continuum · Core Living	More ways to work Continue access and collaboration development
	Partnership forms Product development meets operations and delivery	Core Concept Living Signed OS engagement 1 June	Trident onboarding Team discovery and setup 8 September	Ongoing engineering Improve with each team's real operating experience

Five Layers. One Loop.

*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 the company’s information so useful context can be found, understood and traced to its source.



Systems engineering

Connect data, tools and permissions around workflows. Design the installation for the way the company operates.



Operational understanding

Work with sales, marketing, finance and operations to make the system valuable in the tasks people actually do.

Experience informs the architecture

The foundation comes from knowledge products, commercial work and the demands of live company installations.

Expert knowledge

Mentorly’s origins explored how to turn a body of expertise into an application people could question.

Commercial systems

The team’s earlier work spans retail, technology and service businesses, with different data and operational demands.

Live company context

Property, hospitality and professional-services engagements expose the details a generic assistant never sees.

A reusable foundation

Shared engineering across installations; company-specific context, workflows, permissions and experience.

Board of Directors

Responsibility for the company, its product and the quality of delivery.



Alex Kaymakanov

Founder & Chief Executive Officer

Company direction, product and engineering standard.



Archie Nash

Chief Operating Officer

Operations, installation and customer success.

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.

Show the source

Make company context available for review alongside the answer.

Keep access deliberate

Set connections and permissions around the people who use them.

Build with the team

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

Stay accountable

Keep engineering close as the business and its workflows change.

“An operating system needs
to support the business.”

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 system, test it against real work and help the rest of the company adopt it.

[Explore the approach](#)

*A company
built to build.*

Product engineers, systems architects, designers
and operators. Shared capability that stays close to
each company's work.

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.

What one customer record needs

Consider an overdue customer invoice. A useful answer needs the amount, the customer relationship, the current commitment and permission to follow up.

A shared identity

Match the customer in the CRM to the account in finance, even when their names differ.

The financial record

Read the invoice, amount and due date from the authorised accounting source.

The latest conversation

Find the relevant message, including any promise to pay or unresolved issue.

The right permission

Let the team prepare a follow-up without granting unrestricted access to every action.

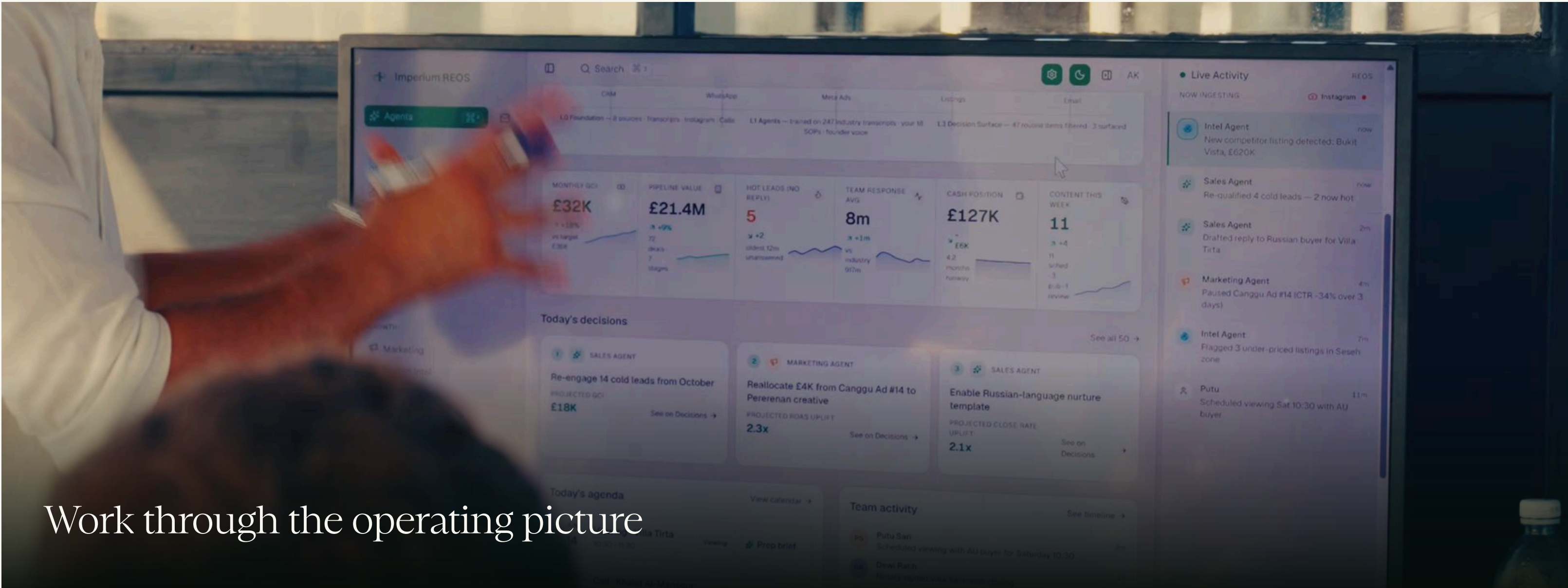
The company’s practice

Apply the agreed tone, escalation path and collection process to the draft.

An accountable owner

Give the responsible person the evidence and the proposed next step to review.

Installed with
the people
who use it



Work through the operating picture

Choose an internal champion. Start with the
real workflow. Establish a baseline. Work
through the difficult cases together.



Build capability inside the team

See the delivery model

What each
installation
is built around



Recruitment across the group

Applicant intake, screening and coordination with the hiring team. A defined recruitment-OS engagement for a Malaysian hospitality group.

CORE

Context for a property business

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

Different businesses, different constraints.
The reusable platform is configured around
the work each company needs to improve.

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.

Access and actions

Connect approved sources and configure permissions around the team’s responsibilities.

A clear security conversation

Evaluate the documented controls and current compliance status before treating any standard as a certification.

[Read the security overview](#)

The disciplines behind the system



A team spanning 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.



Community

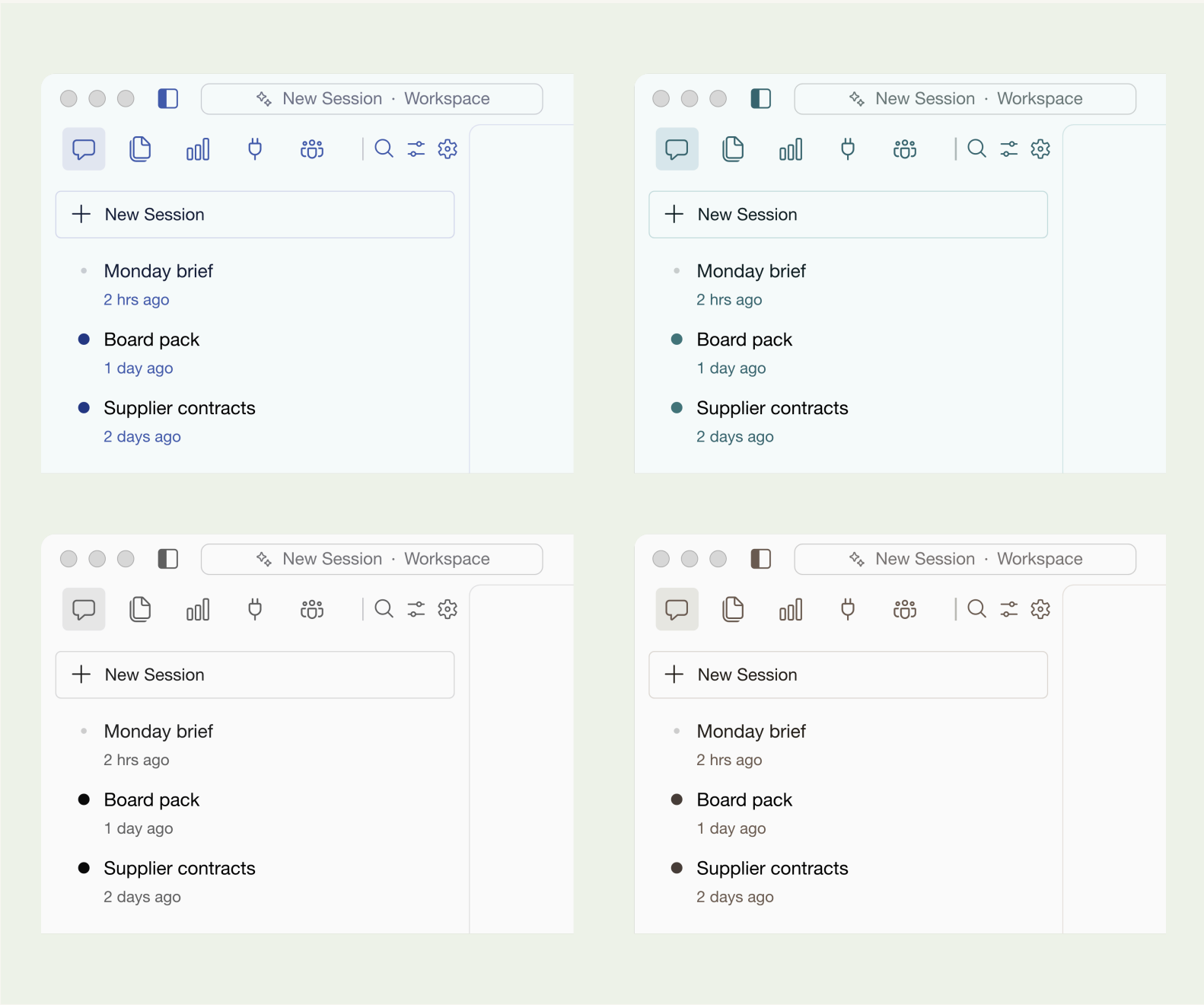


After the work

A foundation that keeps improving.

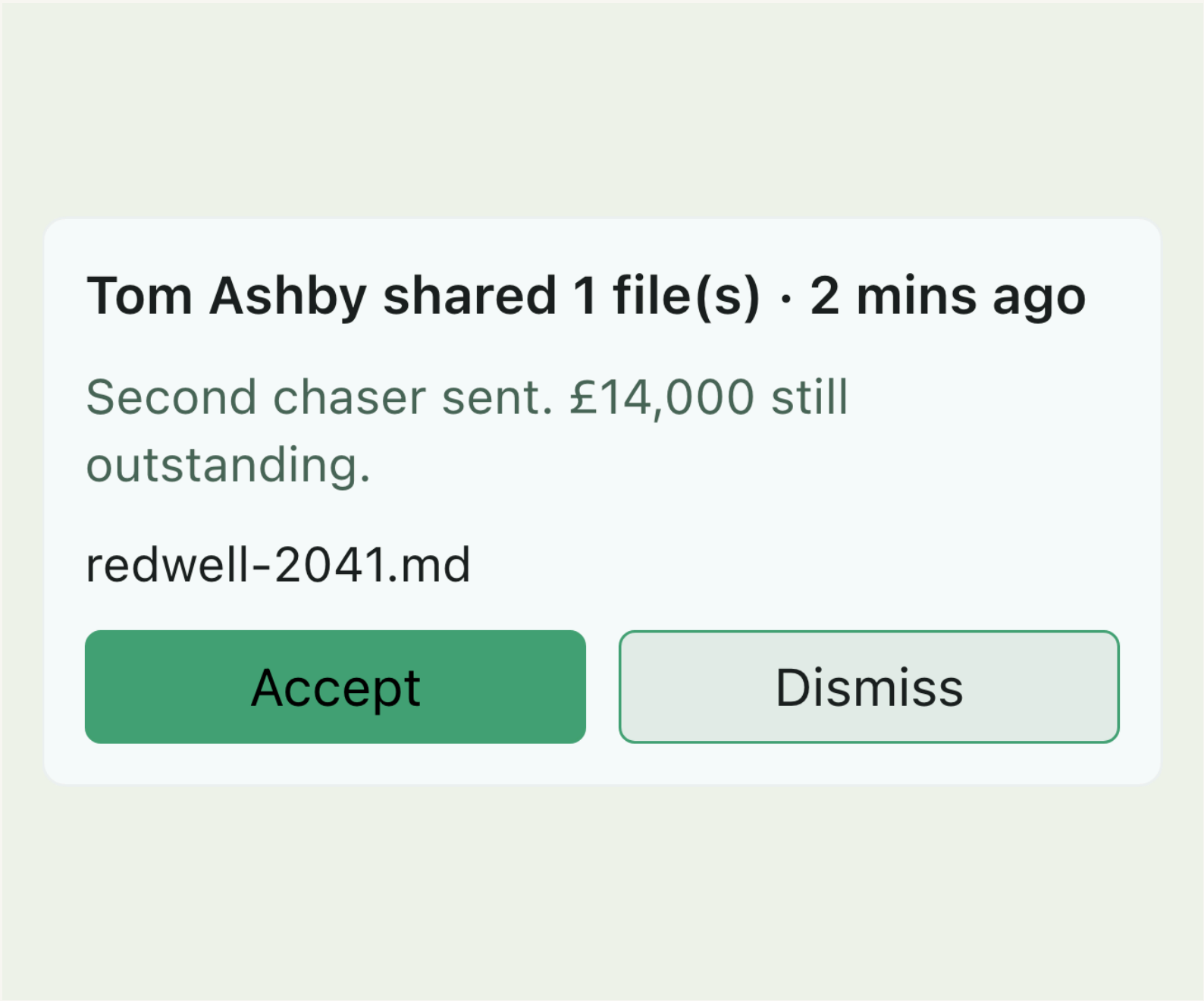
As models improve, the company's context and workflows become more valuable. The aim is to make that foundation useful in more of the work.

Where the next work goes



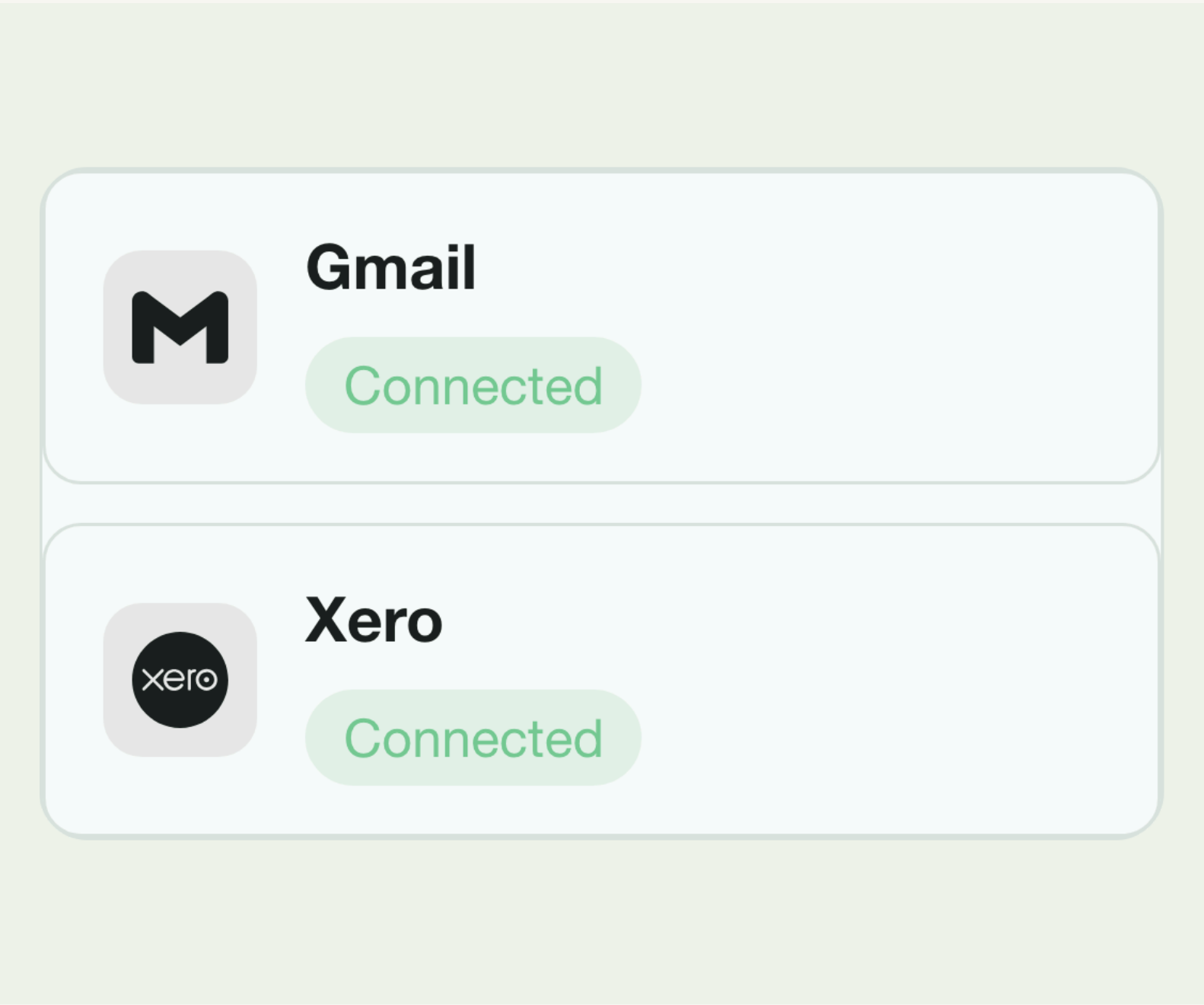
A company-specific experience

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

A company does not need another place to paste the same information. It needs a way to make its knowledge useful in the work.

That means understanding the company before connecting its tools. It means giving people an interface they can use, sources they can inspect and actions they can control.

The advantage compounds as the team builds a shared operating context: how customers are served, how decisions are made and what good work looks like.

Imperium builds that foundation with the company, and stays close as it improves.

[Read the company story](#)

See your company whole. Build around what matters.

Start with the work, the bottleneck and the outcome.

[Book a conversation](#)