



Foundation

Transforming Presentations **Accelerating Sales**

Introduction
2025



Foundation is
a presentation platform
for property sales and marketing
environments.



We join forces with companies dedicated to transforming communication. By harnessing our bespoke layouts and adaptive tools, they can create dynamic presentations that empower teams to stand out in competitive markets.



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DERWENT
LONDON

Berkeley

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KNIGHTCREST

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Brookfield

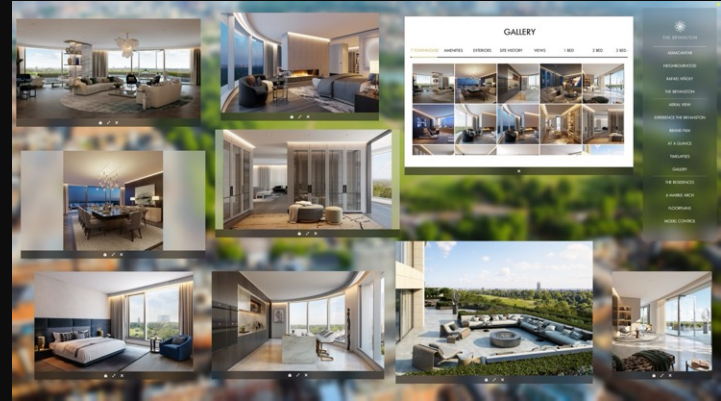


ballymore.

Underpinning digital property marketing.



Purpose-built for high-value sales environments, Foundation is web-based, providing tailored experiences for commercial, mixed-use, and residential property marketing.

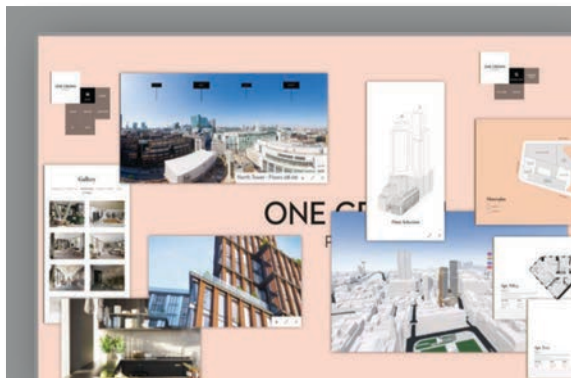


Focused on clarity and flexibility, Foundation ensures complex information is transformed into intuitive, visually compelling content.

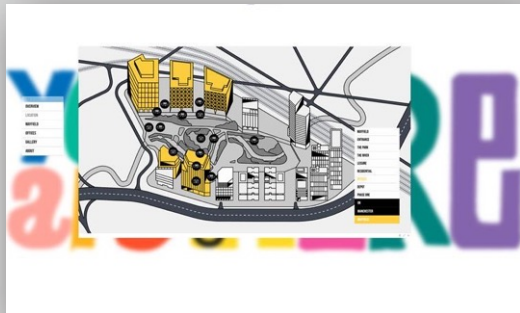
One platform. Endless opportunity.

Foundation provides a structured framework to allow for **dynamic layouts**, delivering adaptable, immersive presentations **tailored** to any content, while allowing unique brand identity to shine through.

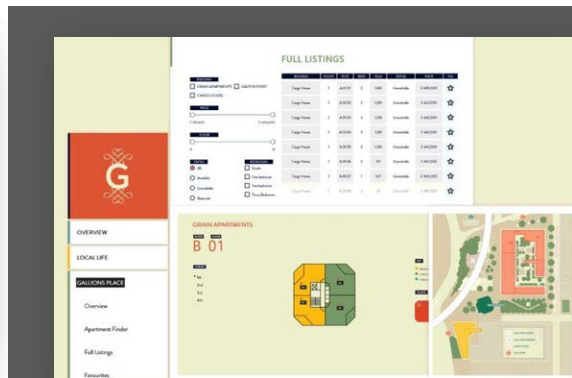
Bold, creative visuals, and custom menus provide **fast and accessible navigation**.



Dynamic layouts



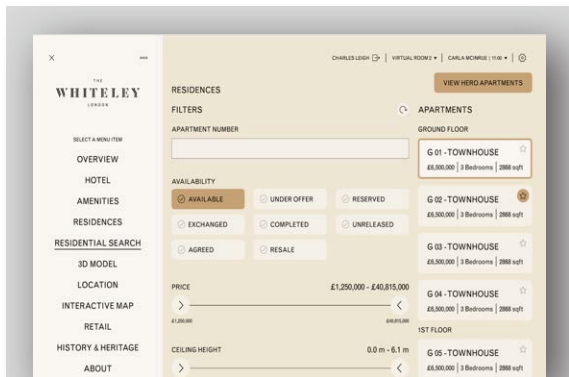
Brand expression



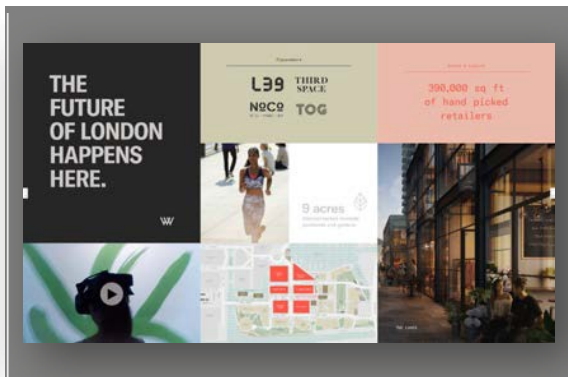
Custom menus

Flexible by design. Innovation as standard.

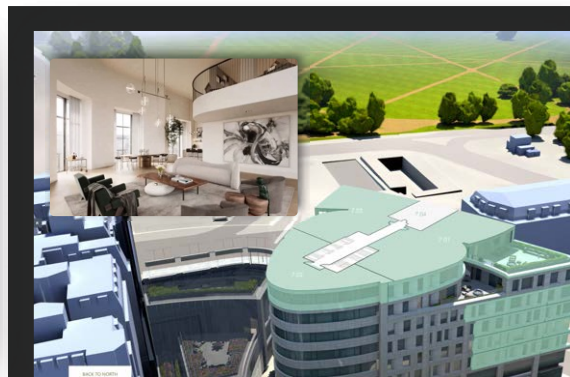
Foundation is flexible by design, with a variety of elements to help with creating a unique non-linear presentation, including, deep toolsets, the integration of comprehensive media assets like PDFs, 4K video, and 3D objects, and the framework to build an integrated digital twin.



Deep Toolsets

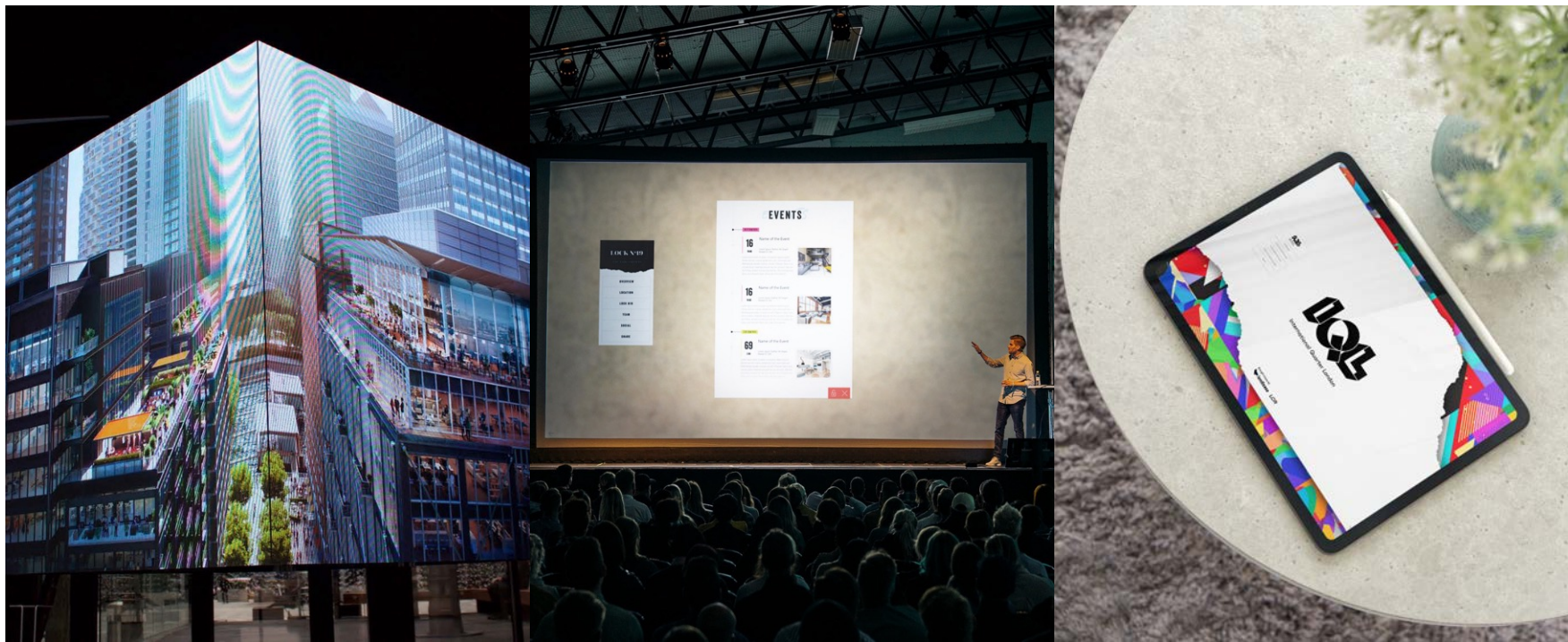


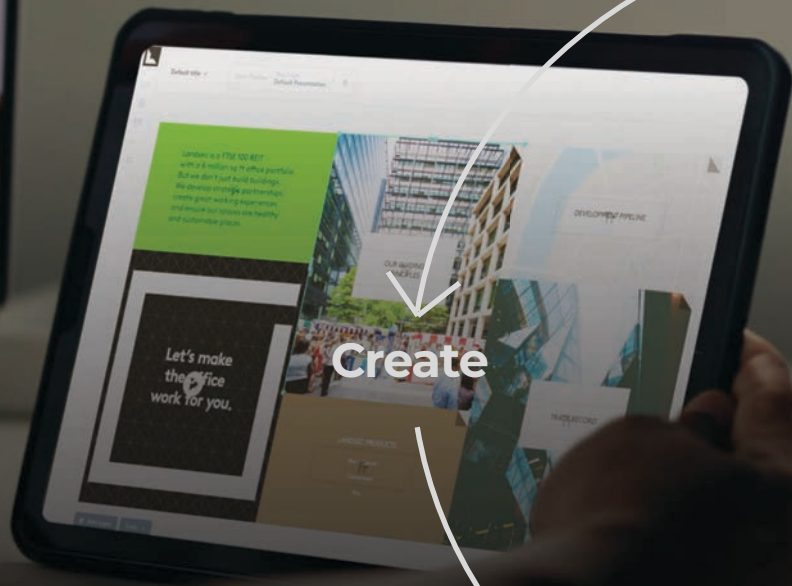
Comprehensive Media Integration



Integrated Digital Twin

Anywhere. Everywhere.
Multi-Device.





Create



Present



“

My advice to other developers: invest in your marketing suite and choose the right partner, like Engage Works. We've seen hundreds of millions in sales from a major residential project, all thanks to a significant upfront investment in tech that's been worth every penny. Even our investor group is now thanking us for pushing them to make that investment—it's set us up for success.

For us, it's been the difference between doing the deal or not.

- Major property developer

1. Branding

Designed with your brand in mind

Brands are more than just logos, they shape perceptions, create connections, spark emotions and move worlds. Beyond logos, they embody the heart and soul of a company. Foundation helps companies create a unique branded environment through its key features.

- Foundation allows the ability to define branded frameworks, ensuring all colours and fonts align with branding, no matter which team is creating or using a presentation.
- Core branding changes can be easily updated in global settings.

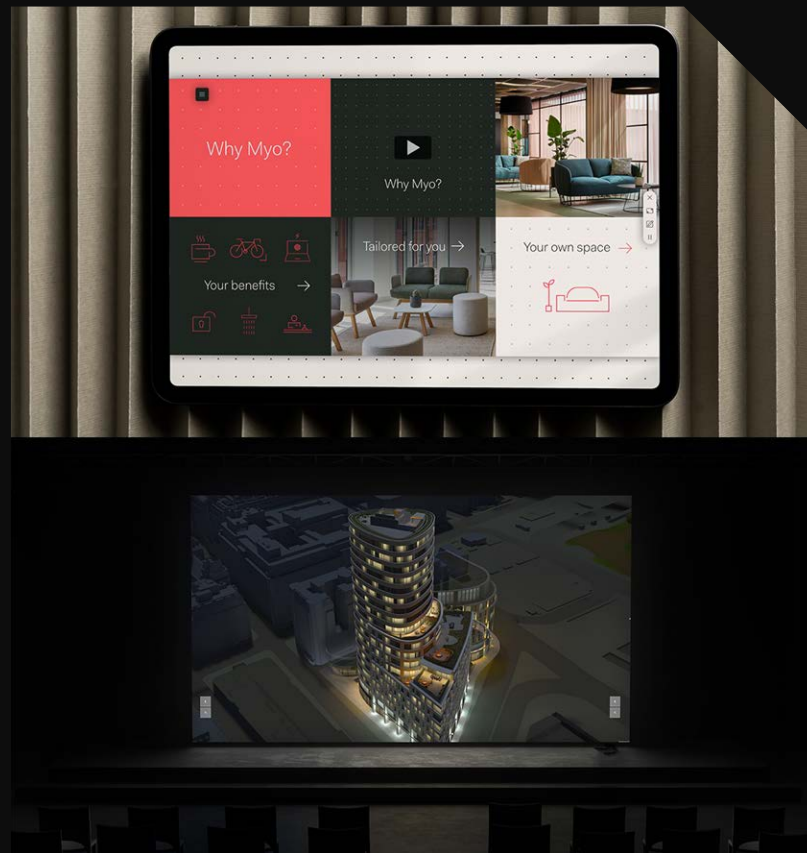


2. Media Integration

Flexible, Feature-rich Platform

Media integration is a crucial element in communication and digital experiences for businesses to deliver engaging and impactful content. Foundation builds a dynamic and immersive content delivery framework, making information more accessible, impactful, and visually compelling.

- Integration of high-quality assets, including 4K content, interactive floorplans and 3D models.
- Remote control capabilities for presentations.
- Multi-format content support, including images, videos, slideshows, and more.
- Web links can be integrated.

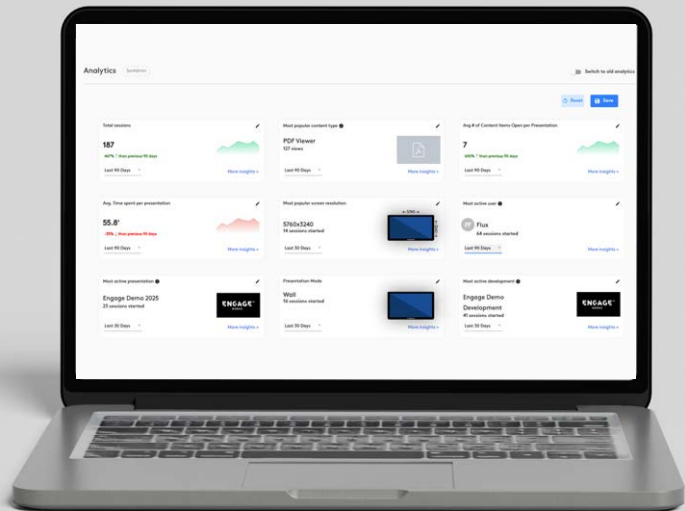


3. Insights

Advanced Analytics

Advanced analytics provides businesses with deep insights, optimising their strategies, and improving overall efficiency. Foundation data-driven intelligence means businesses can identify patterns and performance and make informed decisions that lead to improved sales outcomes and streamlined workflows.

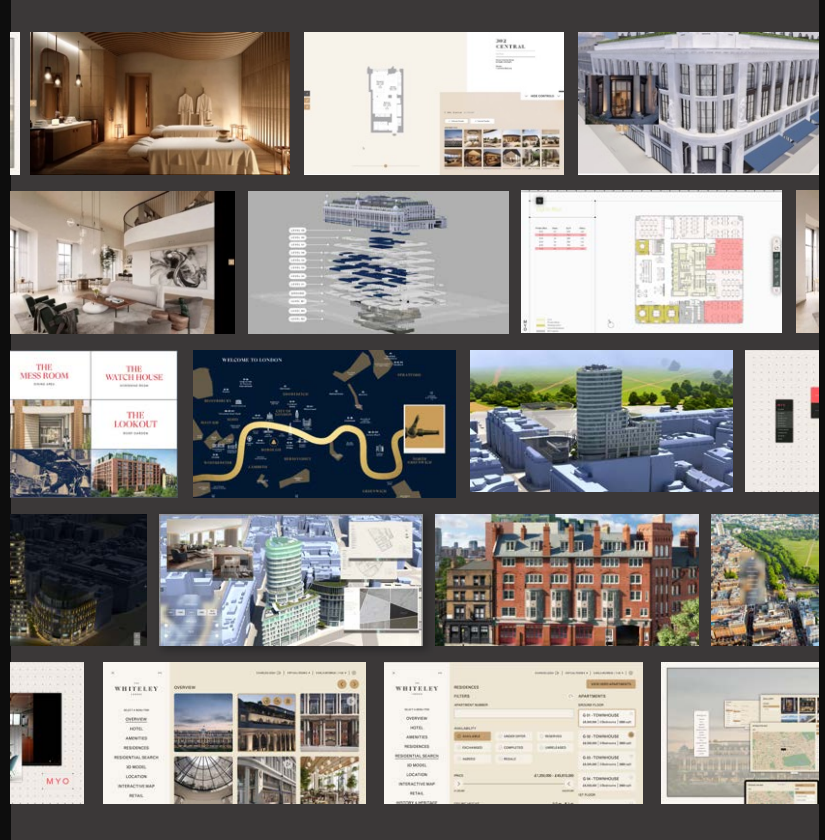
- Gain insights to refine sales tactics and improve efficiency.
- Analytics provide information on which content is being activated the most, which users are utilising the content, and data tracking across presentations.



4. Development

Ongoing development and deployment ensure users stay at the forefront of innovation with updates and the ability to contribute ideas for new functionalities. Foundation provides improvements without any manual intervention, keeping systems optimised and up to date.

- No manual updates are required; the app will update automatically.

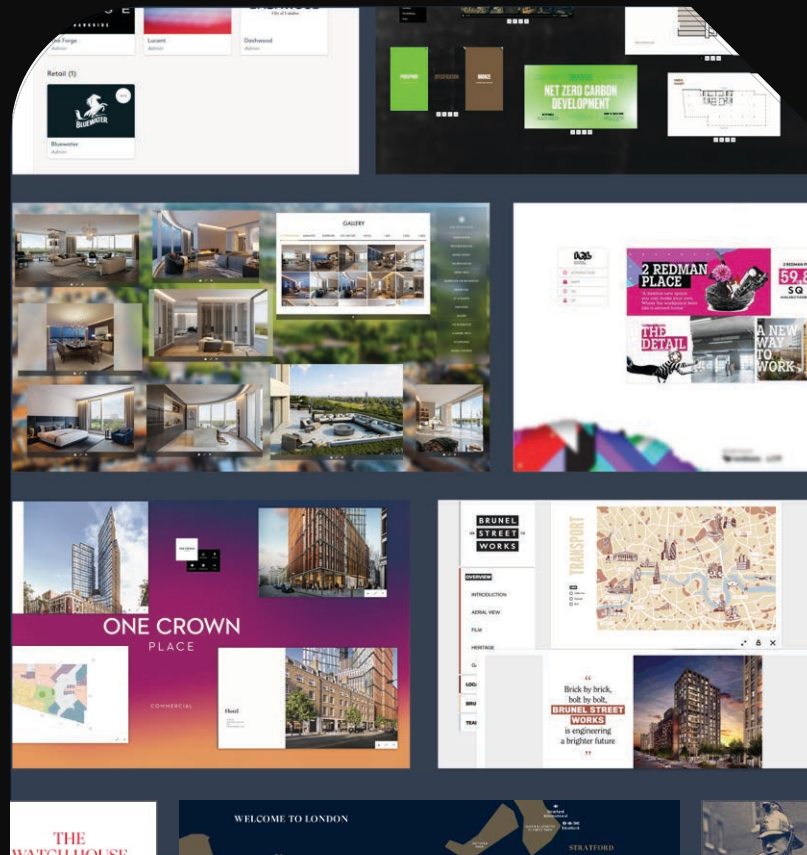


5. Accessibility

Shared Login

Shared logins are essential for streamlining the sales process, enabling access across multiple developments.

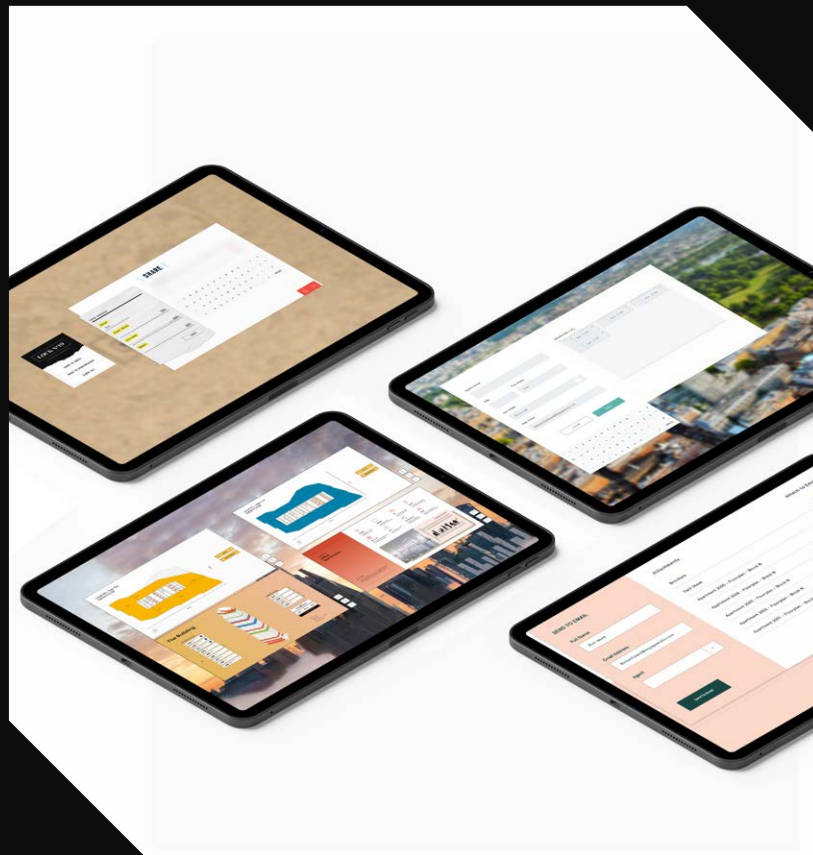
- Shared logins can be used across multiple developments. If a prospect finds one development unsuitable, you can quickly pull up other options.
- The app can be accessed from anywhere with an internet connection.



6. Customisable Personalised Features

You can modify features as you go.

- CRM tool integration on request.
- Add customer details & share property info quickly and easily via a URL, ensuring they always have the most up-to-date information.
- Providing aspects for personalisation, such as “favouriting” content.



Core Benefits

Foundation is a user-friendly presentation platform that boosts sales efficiency with fast content updates, personalised experiences, and CRM integration. It's scalable, cost-effective, accessible on any device and automatically stays up to date.



**Enhance
Sales
Efficiency**

Quickly create and update presentations using an intuitive CMS with no coding required. Empower teams of any skill level to produce professional content with ease.

**Time-
Saving**

Deliver interactive, custom presentations that captivate and engage clients. Easily tailor content to meet client needs and update it internally without relying on external support.

Accessible

All you need is an internet connection to use Foundation. We're also developing an offline version to support regions with limited connectivity, such as China.

Selected Case Studies

We've designed and delivered several marketing suite experiences combining technology with Foundation to create the ultimate sales environment.

Brookfield 100 Bishopsgate

Property Marketing Suite

London, UK

Innovation in the Heart of London

Brookfield Property Partners asked us to create a cutting-edge digital marketing suite for showcasing off plan properties.

Our software on a large touchscreen, equips sales teams with marketing materials for adaptable conversations. We upgraded Brookfield's hardware and integrated it with a 98" touchscreen. Our custom Foundation software features a 3D building model with a floorplan finder, improving interactions between marketers and clients.

Our solution met Brookfield's goal of inspiring customers, accelerating sales, and demonstrating their offering effectively for sales success.

[Watch the Case Study](#)



The Whiteley

Property Marketing Suite

London, UK

Redefining Marketing Suites

The Whiteley is a complete re-imagining of a historic address of epic scale and proportion. Set within a retained and restored Grade II listed façade, it comprises 139 private residential apartments and townhouses, London's first Six Senses hotel and spa with 110 rooms, restaurants, 20 new stores, a cinema, state of the art gym and a range of fully accessible public spaces.

Engage Works created an immersive, zoned marketing suite experience, including a 270-degree video wall, interactive 5x3-metre video wall and physical model. We partnered the technology with our bespoke Foundation software, to control the digital journey throughout the space, and to allow personalised presentations, tailored to each experience.

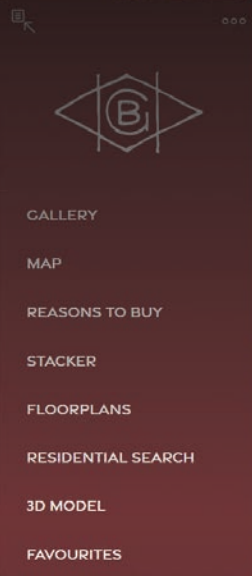
"The tech helps us engage deeply with buyers, quickly understanding their interests and delivering a tailored experience. It's been instrumental in building trust and converting sales—proof that we truly understand our customers." - Sarah Campbell.



Bishops Avenue Gardens

Foundation Software

London, UK



ENGAGE
WORKS

Bringing Property to Life at Bishops Avenue Gardens

Situated on one of North London's most prestigious streets, Bishops Avenue Gardens blends natural beauty with inspiring architecture.

Engage Works delivered the technology in the marketing suite to support use of their Foundation sales software on multiple devices. We worked closely with the Valouran marketing team to integrate Foundation with Salesforce, the client CRM for real time data updates as well as incorporation of a 3D model, stackers, galleries, maps and the ability to share a personalised link with each prospect.

Now successfully delivered our client is able to update content & access analytics tools to measure app use via our web-based CMS.



Wood Wharf

Property Marketing Suite

London, UK

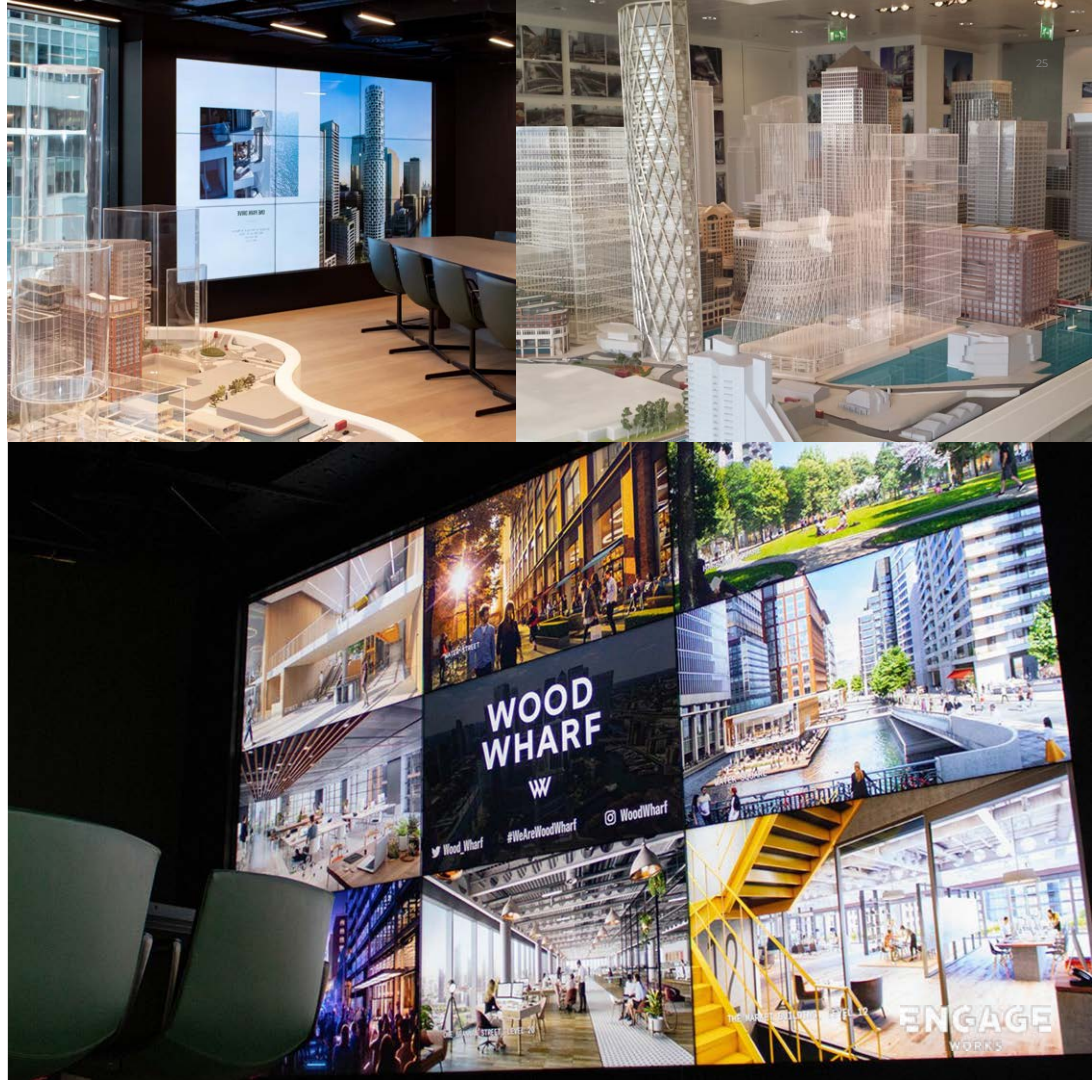


Integrating the Wood Wharf Experience with Hybrid Technologies

To attract investors to Canary Wharf's largest development, we crafted an interactive marketing suite experience. Our strategy integrates diverse technologies to draw tenants from sectors like technology, communications, and media.

Engage Works' Foundation software, showcased on video walls, tablets, and Surface Studio, streamlines the sales process. Sales agents gain instant access to a portfolio of content assets, sales tools, and features, facilitating conversations with prospective buyers. This approach enhances engagement and aids in showcasing the development's potential, ensuring a seamless experience for both agents and potential investors.

[Watch the Case Study](#)



Greenwich Peninsula

Property Marketing Suite

London, UK



Cutting-edge Digital Suite for Knight Dragon's Property Showcase

Knight Dragon tasked us with developing a state-of-the-art digital marketing suite to showcase properties off-plan. Our Foundation software, displayed on a large touchscreen, empowers sales teams with adaptable marketing materials for engaging conversations. Our custom software integrates a 3D building model with a floorplan finder, enhancing interactions between marketers and potential prospects.

Our solution successfully achieved the client's objectives of inspiring customers, accelerating sales processes, and effectively demonstrating their offerings for sales success.

[Watch the Case Study](#)



Almacantar Marble Arch Place

Marketing Suite Experience

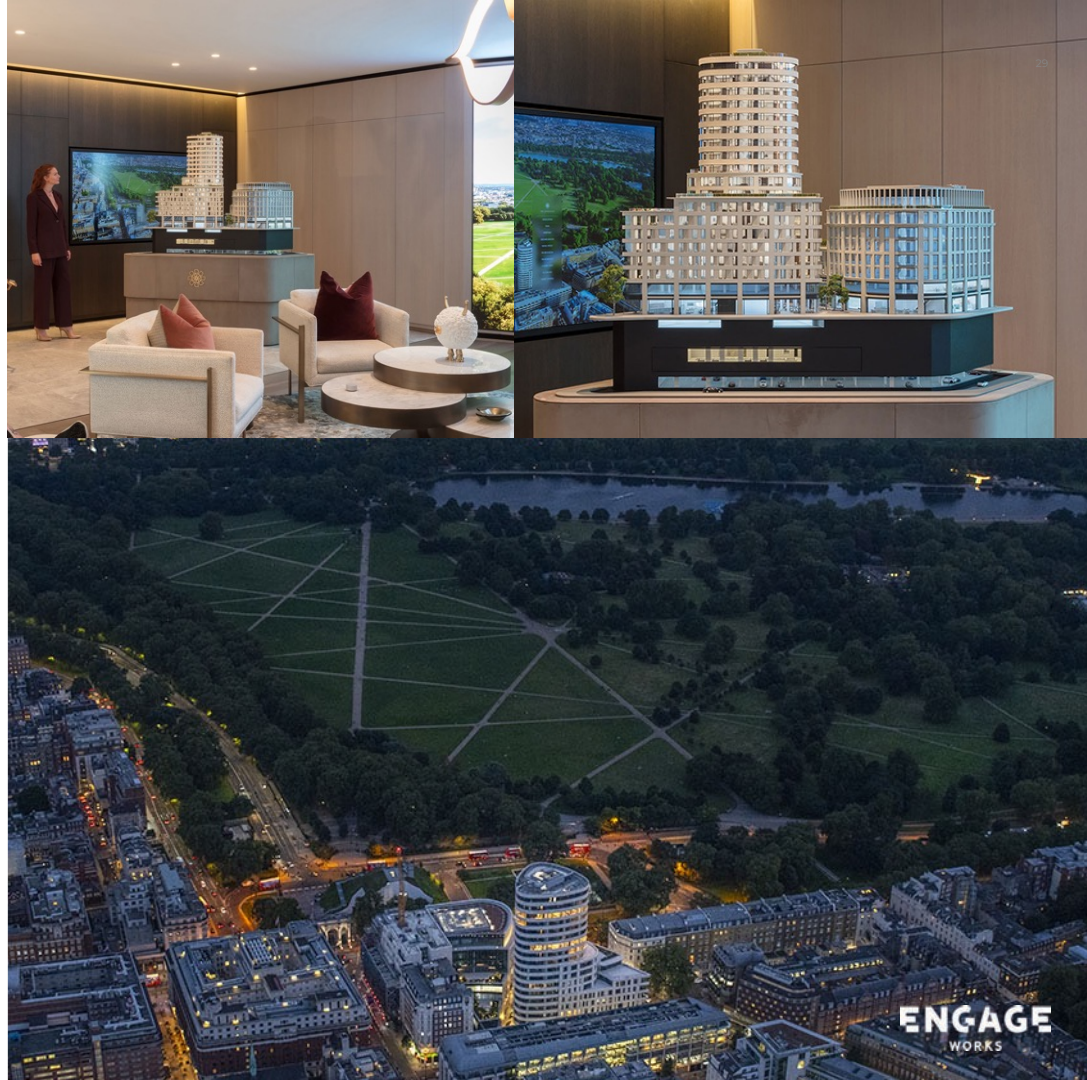
London, UK

Tailored Software for an Unforgettable Experience

Engage Works were asked to work alongside Almacantar and their interior designer to work up a concept design for a compelling sales suite at their mixed-use scheme in Marble Arch.

Using cutting edge technology and leveraging buyer's data, we delivered Foundation, providing a fully customised software that tailored the experience based on key steps in the marketing journey.

Almacantar also had an incumbent delivery team that procured and installed the hardware system based on our design, overseen by our engineering department.



Barts Square

Property Marketing Suite

London, UK

Merging History and Modern Luxury

Engage Works delivered a ground-breaking sales and marketing tool tailored for showcasing properties at a historic city-centre location.

The portable property application, designed for on-site visits within Bart's Square development, boasts a unique apartment finder. It's empowered by a live data feed, ensuring real-time updates.

Engage Works' proprietary platform, Foundation, features prominently on an 84" touchscreen, offering an immersive and engaging experience. This innovative solution revolutionises property showcasing, enhancing the visitor experience and facilitating informed decision-making in the dynamic real estate landscape of Bart's Square.



Modon Properties

Marketing Suite

Abu Dhabi, UAE

[Watch the Case Study](#)

Highlighting Customisability to create an intuitive experience

Engage Works developed a cutting-edge digital property sales centre, responsible for the full design and delivery of audiovisual systems, digital signage, and bespoke software.

At the heart of the experience was a custom-built property application that enabled users to explore and select various villa types and fit-out options tailored to their personal preferences. The entire journey was designed to be intuitive and highly personalised, with Emirates ID integration allowing us to track user interactions and preferences seamlessly.

Complementing the interactive experience, strategically placed digital signage and a dedicated microsite was also developed, registering each user's Emirates ID alongside their selected villa type, location, and other relevant details. The result was a highly customisable, visually engaging, and user-friendly platform that significantly enhanced the property selection process for Modon's prospective buyers.

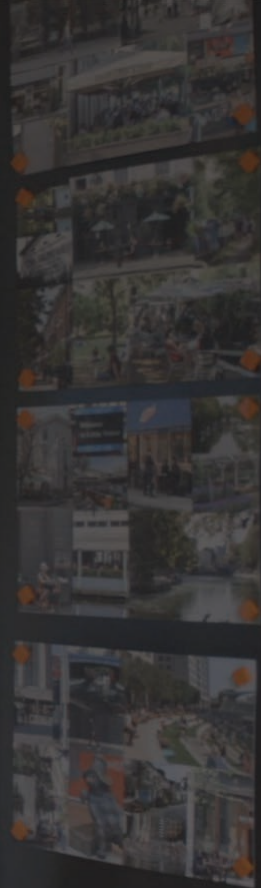
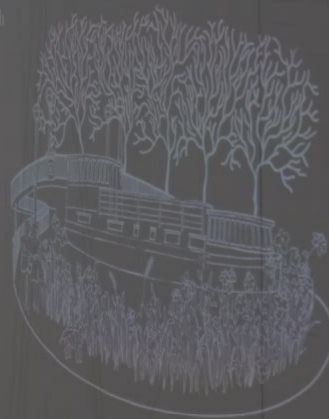


Derwent

Experience Centre

London, UK

1960s - The tycoon Richard Branson, aged 18, purchased a houseboat for his girlfriend, Monica, and her dog, Friday, which he still owns and still resides in the Basin today.
Branson still has ties to the area with Virgin's HQ occupying the nearby Battleship.



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[Watch the Case Study](#)

Taper Building

Experience Centre

London, UK

[Watch the Case Study](#)

British Land

Experience Centre

London, UK

THE LEADENHALL BUILDING
CITY OF LONDON

THE LEADENHALL BUILDING
CITY OF LONDON

[Watch the Case Study](#)

CBRE

Experience Centre

London, UK

ONE CROWN
PLACE

[Watch the Case Study](#)



ENGAGE
WORKS

DMCC

Sales Centre

Dubai

دولة دبي
A NEW BEAT FOR BUSINESS

دولة النشاط الجديدة
THE NEW HOTSPOT





London

Greenwich Design District, Building B2, Unit 1, 1 Barton Yard, Soames Walk,
London SE10 0BN, UK

T. +44 20 7265 0258

info@engageworks.com

Dubai

Suite 504, Onyx Tower 1, The Greens, Dubai, U.A.E, PO Box 450533

T. +971 4 457 4313

info.dubai@engageworks.com

Saudi Arabia

14/15, 6299 Al Ihsa Street PO Box 26090 Riyadh 11486

Kingdom of Saudi Arabia

info.ksa@engageworks.com

fdnapp.io | engageworks.com