

ONE PLATFORM · EVERY JOURNEY

The Super App for *real estate*.

A deployment-ready mobile and web platform that unifies discovery, sales, tenancy, ownership, payments, facilities and community — over the systems you already run.

Not another app to build from scratch — a **proven real estate product** you *rebrand, configure and launch.*

THE FOUNDATION

MaxSphere One is Maxcient's existing modular real estate platform: iOS and Android mobile apps, a web administration portal, a content-management system, configurable workflows and a reusable integration framework. It can be offered under flexible commercial and deployment models — SaaS / subscription, vendor-managed deployment, or enterprise deployment with a source-code option where contractually agreed. Branding and configuration for your organization can begin immediately.

THE PRINCIPLE

The platform is the experience, workflow and integration layer over your enterprise landscape. Your CRM, ERP, CAFM, payment and finance systems remain the authoritative record. MaxSphere One connects the journeys — it does not replace what already works.

2014

ESTABLISHED ·
MICROSOFT SOLUTION
PARTNER

55,000⁺

UNITS LIVE FOR A UAE
GOVERNMENT CLIENT

~6^{mo}

FROM CONFIGURATION
TO PHASED GO-LIVE

2

LANGUAGES · ENGLISH &
ARABIC WITH FULL RTL

01 One platform, every persona.

Each person who touches your properties gets a role-appropriate home — their own tasks, data, notifications and actions — inside a single, consistent experience.



Guests & buyers

Browse, search, compare, favourite, book visits and submit inquiries — no forced sign-up.



Sellers & landowners

List, track transfers, NOCs, approvals, payouts and milestones end to end.



Owners & investors

Portfolio, statements, receivables and plain-language performance summaries.



Residential tenants

Contracts, renewals, invoices, move-in/out, maintenance and community services.



Corporate tenants

Multi-user access, leased-asset portfolios, consolidated billing and reporting.



Brokers & agencies

Onboarding, inventory, leads, appointments, offers, commissions and performance.



Facility teams

Request intake, classification and status — synced to your CAFM as the record.



Administrators

Users, roles, content, configuration, audit, adoption and integration monitoring.

THE THROUGH-LINE

Nine roles, one login.

Personas switch inside the same app — no separate downloads, no fragmented experience.

02 Twelve modules, one product.

Pre-engineered capabilities you configure before you ever consider custom development — extensible for new partners, payment methods, channels and AI without redesigning the core.

01 Identity & Experience

Registration, OTP, SSO/MFA, profiles, consent, persona selection, tutorials, accessibility and localization.

02 Property Discovery

Projects, units, availability, maps, filters, media, favourites, comparisons, visits and inquiries.

03 Sales & CRM

Lead capture, appointments, offers, bookings and document collection over your CRM through provided APIs.

04 Tenancy

Residential and commercial tenant journeys — move-in and move-out requests, clearance tracking, renewals, notifications and documents.

05 Owner & Investment

Portfolio and owner experience drawn from authoritative property, CRM and ERP systems.

06 Broker & Agency

Agency onboarding, compliance, inventory, leads, bookings, commissions and performance.

07 Facilities & Service

Maintenance request experience integrated with CAFM — assets, work orders and SLA stay in CAFM.

08 Payments & Billing

Payment initiation and status over your gateway and ERP; settlement and reconciliation stay authoritative.

09 Community

Parking services — allocation requests, renewals, payments and status — plus directories, announcements, amenities and visitor access.

10 Engagement & Support

Notifications, campaigns, content, FAQ, help desk, tickets, chat, surveys and feedback.

11 Intelligence

Service assistance, document screening and cheque-validation support today; governed prediction and insight as you grow.

12 Control Center

Users, roles, CMS content, configuration, audit, adoption and integration monitoring.

REQUIREMENT COVERAGE

Every functional requirement of a large real estate organization maps to MaxSphere modules — with requirements covered across **discovery, sales, tenancy, ownership, facilities, payments, community, intelligence and administration**. The same can be delivered in a single phase or across multiple phases.

PHASED BY DESIGN

P1

Core launch

P2

Extend

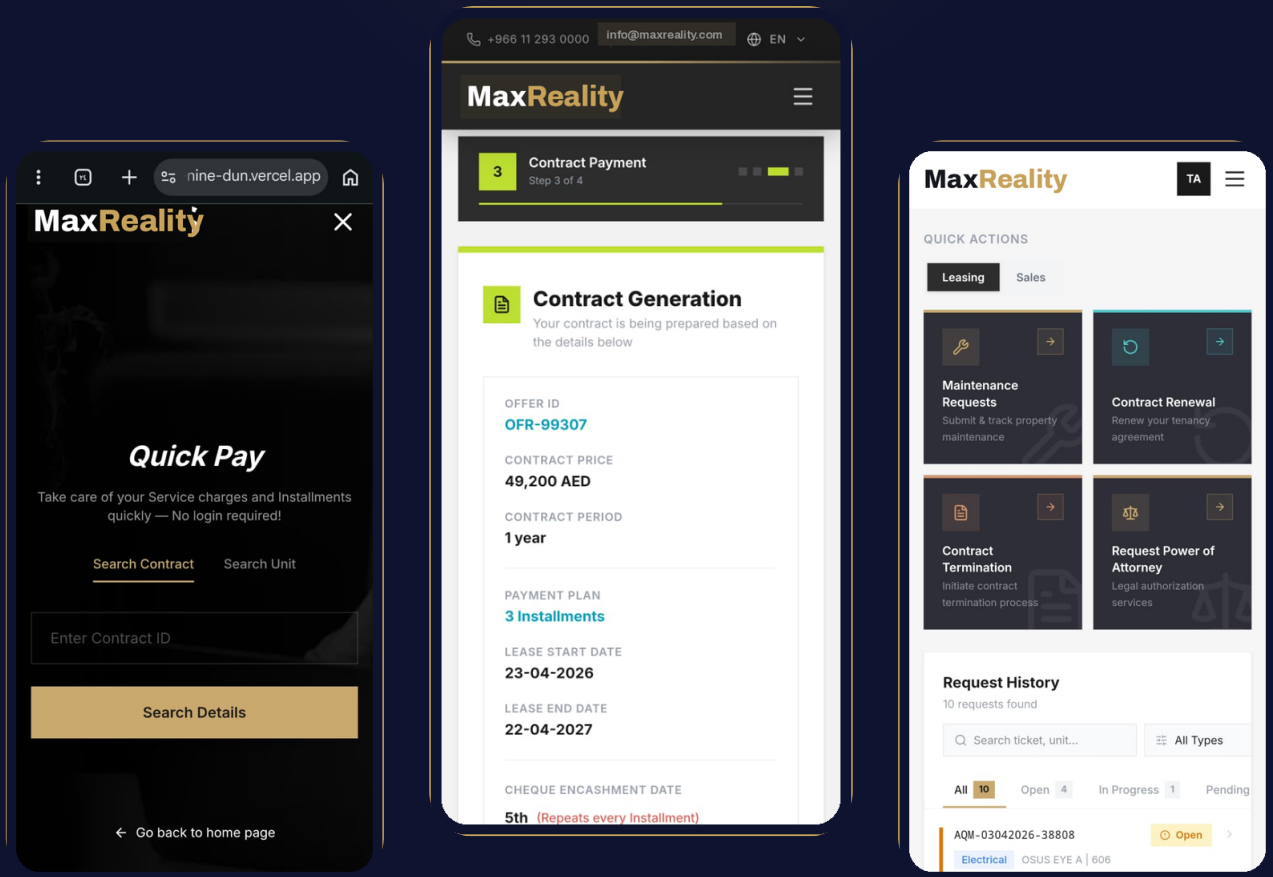
P3

Advanced

Launch the essentials first; add advanced journeys and intelligence as data and priorities mature.

03 A premium experience, in two languages.

Refined luxury-minimalism, tuned for complex transactional journeys — bilingual English and Arabic at field level, with full right-to-left layouts, light and dark modes.



BILINGUAL · RTL

Arabic-first, not translated

Layouts, workflows, messages, reports and notifications designed for RTL — not retrofitted.

DESIGN SYSTEM

One consistent library

A documented component library shared across mobile and admin web, built on your brand tokens.

MEASURED

Analytics in every funnel

Discovery, conversion, abandonment and task completion instrumented from day one.

04 Intelligence you can actually govern.

AI arrives in controlled stages. Phase one stays low-risk and useful; advanced prediction and personalization are activated only after the use case, data and acceptance criteria are approved.

WHERE IT HELPS FIRST

GUESTS & BUYERS	Natural-language discovery and an FAQ / service concierge.
OWNERS	Plain-language statement and information summaries.
TENANTS	Service assistant and maintenance-request classification.
FACILITY TEAMS	Issue classification and routing support.
DOCUMENTS	AI-assisted document review and approval workflow support to speed screening and reduce manual checking.
CHEQUES	Cheque validation support — image review, completeness checks and exception flagging for human approval.
ADMINISTRATORS	Adoption and support insight from app analytics.

FAQ CONCIERGE

NL DISCOVERY

TICKET TRIAGE

DOC SCREENING

CHEQUE VALIDATION

THE GUARDRAILS

- Human approval required for financial, contractual, eligibility and other high-impact decisions.
- Personal-data minimization, masking and retention boundaries — no model training on your data.
- Answers grounded in approved knowledge sources, with prompt and output filtering.
- Confidence thresholds and automatic fallback to human support.
- Every output traceable to an approved use case, provider and version.

IN PLAIN TERMS Nothing intelligent runs until you approve the use case, provider, hosting, data sources, retention and human-approval rules. Advanced AI is never assumed to be switched on by default.

05 Built to connect. Secure by design.

An API-led, contract-driven integration layer sits over your enterprise systems — carrying the journeys while your platforms stay the source of truth.

◆ CRM

◆ ERP / Finance

◆ CAFM

◆ Payment gateway

◆ Identity provider

◆ Courier

◆ Communications

◆ Contact centre

◆ e-Signature

◆ National ID & payments

The technology

- **Cross-platform** iOS and Android mobile applications, plus a web administration portal.
- **Modular backend** with a workflow engine and CMS APIs, extended only where needed.
- **OAuth / OpenID Connect**, SAML, MFA and RBAC with your identity provider.
- **CI/CD** with automated build, test and security checks; central observability.
- **In-country / local cloud** deployment with high availability and disaster recovery, aligned with applicable local data-residency requirements.

The safeguards

- **Compliance-aligned** controls for applicable local data-protection and cybersecurity regulations (e.g. PDPL, NCA).
- **MFA, SSO, RBAC** and encryption in transit and at rest, with full audit trails.
- **Secure SDLC** embedded through design, build and release.
- **Independent VA/PT** before and after production releases, remediated and revalidated.
- **Responsibility boundary** — source systems own the record; the app owns the experience.

The wider ecosystem

- **National identity & payment platforms** — ability to integrate with services such as UAE PASS, NAFATH, SADAD and similar government or banking platforms, subject to customer onboarding and API availability.
- **Digital signature / e-signature** — integration for contracts, approvals and document workflows.
- **Courier integration** — with leading courier companies for cheque pickup, physical document collection and delivery-status tracking across leasing and payment journeys.

06 Proven in a live GCC market.

MaxSphere One isn't a concept deck. It runs today for a government property arm across residential, commercial, retail and warehouse assets.

CASE STUDY · GOVERNMENT REAL ESTATE SUPER APP · UAE

A real estate super app, delivered and running.

The client is a government-owned real-estate and property-management organization in the UAE. MaxSphere One was configured, branded and extended into iOS, Android and a web portal spanning leasing, sales, customer service, payments, collections, parking, property and facility management — while CRM, ERP, CAFM and payment systems stayed authoritative.

55,000+

RESIDENTIAL,
COMMERCIAL &
INVESTMENT UNITS

~6 mo

TO PHASED
GO-LIVE

3

CHANNELS · IOS,
ANDROID & WEB

7+

PERSONAS SERVED
IN ONE APP

WHY MAXCIENT

A product, not a project

A deployment-ready foundation under flexible commercial models removes the risk and runway of a greenfield build.

Local by design

In-country hosting, bilingual Arabic/English RTL experience and alignment with applicable local data-protection and cybersecurity requirements.

Real-estate native

Configurable architecture designed around real-estate customer and operational journeys.

Handover you own

Editable documentation, training, knowledge transfer and structured handover of everything you commission.

Integration-first

An API-led model suited to heterogeneous enterprise environments and multiple systems of record.

Governed delivery

Formal quality gates, independent security testing and a senior lead onsite through delivery.



MaxSphere **One**

READY WHEN YOU ARE

Rebrand it. Configure it. *Launch it.*

Bring your brand and your systems — Maxcient brings a proven real-estate Super App foundation and the team to make it yours.

Available under flexible models: SaaS / subscription, vendor-managed deployment, or enterprise deployment with source-code option where contractually agreed.

TALK TO US

Sabah Salam
sabah.salam@maxcient.com

ONLINE

www.maxcient.com
Dubai · Riyadh · Muscat · Doha · India

MaxSphere One is a Maxcient product. Capabilities, phases and integrations are confirmed during scoping. Connected journeys depend on documented APIs and required changes within client systems. Screens shown are illustrative and configurable to client branding.

