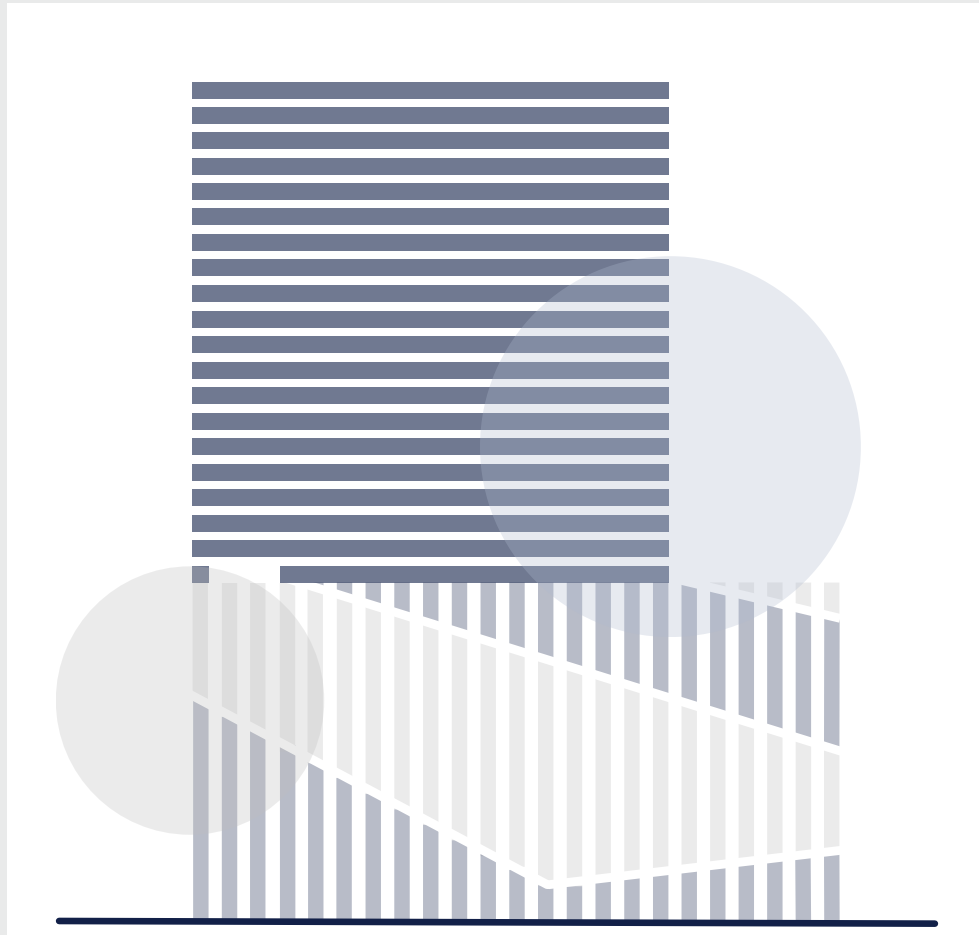


# EMPOWERING SMART BUILDING TECHNOLOGY INNOVATION AT 110 EAST



## C A S E   S T U D Y

Intelligent Buildings' strategic guidance and innovative solutions flipped a mid-construction office tower in a new market into a smart building worthy of showcasing Stiles Corporation's innovation capabilities.



## Overview

In 2022, Stiles Corporation (Stiles) in partnership with Shorenstein Properties (Shorenstein) embarked on an ambitious project: positioning its newest building, 110 East, in Charlotte as a beacon of smart building innovation. Devon Newton, VP of Property Management, spearheaded the project with a goal to address operational and tenant needs through future-driven technology. However, technology had changed at an alarming rate over the past few years and Stiles needed a partner to provide the necessary strategic technological oversight to achieve Stiles' vision for the project. The combination of Intelligent Buildings (IB)'s deep advisory background and IntelliNet Managed Services helped Stiles set itself apart from a traditional approach, addressing Stiles' needs today and well into the future. This case study explores how Intelligent Buildings (IB) acted as a strategic guide, enabling Stiles to achieve its goals for 110 East, streamlining costs, and gaining recognition as the "Most Intelligent Office Building" in 2024 by RealComm | IBCon.

## Background

Stiles, founded in 1951, has a rich history of pioneering large-scale developments in the Southeast, notably shaping Fort Lauderdale's skyline in Florida. The company expanded its footprint into Charlotte in 2012, continuing its legacy of excellence under the leadership of Ken Stiles. Their mission, "Invest. Build. Manage," underscores their reputation for quality and innovation. Newton, newly relocated from Florida to Charlotte in 2023, was tasked with expanding Stiles' real estate portfolio in the Southeast. Her success with 110 East would be pivotal in solidifying Stiles' reputation in the region.

Their co-owner and partner for the 110 East project, Shorenstein, was founded in 1946 and invests in office and mixed-use properties across the U.S. They approach real estate as a dynamic business, seeking to address ever-changing tenant requirements and technological innovation. 110 East is their fourth property in the Charlotte market.

## Executive Summary

### Building Profile

- **Location:** 110 East, Charlotte, NC
- **Building Footprint:** 370,000 square feet
- **Building Type:** Class A office tower
- **Owner:** Stiles Corporation, Shorenstein Properties

### Challenge

Stiles needed strategic technological oversight to address the following issues:

- Outdated approaches
- Knowledge gaps
- Budget concerns
- Local resources
- Balancing goals

### Solution

- IB advised Stiles to reexamine contract language and align specifications with long-term operational goals. Aligning the vision of the building's functionality and delivery of the project.
- IB renegotiated an ISP contract, reallocating key valuable resources for infrastructure investment.
- IB worked with Stiles to introduce a structured governance process for technology delivery that clarified roles, responsibilities, and early decision tracking.

### Results

- 110 East was awarded "Most Intelligent Office Building" at RealComm | IBCon 2024.
- Stiles improved operational efficiency, saving \$24,000 annually. Adjusting the bandwidth provided more funding to effectively deliver the riser and network infrastructure and services necessary to meet the building's commitments to tenants and co-owners.
- IB's IntelliNet Managed Services provided top-notch cybersecurity and post-construction support, extending beyond the traditional IT services necessary for contemporary commercial buildings.

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IB's guidance was pivotal in turning potential setbacks into strategic wins.

– Devon Newton,  
VP of Property Mgmt,  
Stiles Corporation

## Challenge

Newton arrived to find the 110 East development project already in motion, but building technology had changed rapidly since the start of the project and was continuing to accelerate. Strategic technological oversight would be necessary to complete this development successfully and to build out Stiles' reputation in this new market. Newton sought to achieve a technology-driven future while addressing operational and tenant needs post-construction; however, she needed a partner to help interpret her intuition into action. Key challenges included changing outdated approaches, filling knowledge gaps, addressing budget concerns, finding local resources, and balancing goals.

## Solution

IB's structured, expert-driven approach helped Newton make informed decisions and laid the groundwork for effective building management. IB first conducted a design review, which outlined where Stiles could adjust their operational expenses to save over \$1,900 per month (Figure 1). Through this early, results-driven engagement, IB's guidance grew to encompass strategic contract negotiations and operational planning. At IB's advice, Stiles reexamined contract language and align specifications with long-term operational goals, which ultimately aligned the vision of the building's functionality with the delivery of the project. IB also helped right-size an ISP contract, reallocating key valuable resources for infrastructure investment, including the network equipment that was previously absent. This allowed for more flexible budget adjustments as Newton shifted funds between operational and construction scopes. Finally, IB worked with Stiles to introduce a structured governance process for technology delivery that clarified roles, responsibilities, and early decision tracking.

Newton's decision to work with IB was secured through trust, early results, and the fact that IB leans in regularly as a partner, even before broader contract support. "IB's guidance was pivotal in turning potential setbacks into strategic wins," said Newton, recognizing that both the key technology issues were being addressed and that IB's broader approach to engagement focused on the overall success of Stiles' business, rather than solely on technology services. Based on IB's performance in this engagement, Stiles trusted IB to launch IntelliNet Managed Services at 110 East. This collaboration offers top-notch cybersecurity and post-construction support, extending beyond the traditional IT services necessary for contemporary commercial buildings. "The amount of technology in the building and its associated integrations are intricate," Newton said. "Intelligent Buildings was hired to manage our digital infrastructure and operational technology, giving us peace of mind through operational up-time and protection from cyber-attacks."

## Key Challenges



**Outdated Approaches:** The building design mirrored a prior project, Main Las Olas. However, technology had changed since Main Las Olas was completed. 110 East needed more advanced technology to deliver Stiles' new vision of office.



**Knowledge Gaps:** The general contractor had limited expertise in smart building integration. Additionally, Stiles' internal IT resources could not help strategically as their expertise was more focused on corporate IT, rather than operational technology (OT).



**Budget Concerns:** Elements of technology services pre-contracted prior to Newton's involvement were costly and lacked the overall cohesive strategy Newton felt was necessary.



**Local Resources:** As Newton was new to Charlotte, she had limited access to local experts or resources, while time constrained decisions needed to be executed to not delay delivery.



**Balancing Goals:** Newton needed to balance the short-term goals of integrating smart technologies to streamline operational issues with the long-term goals of developing and showcasing a new model for future smart buildings.

## Key Actions



**Contract and Design Review:** IB advised Stiles to reexamine contract language and align specifications with long-term operational goals. Aligning the vision of the building's functionality and delivery of the 110 East project.



**Negotiation Success:** IB renegotiated an ISP contract, reallocating key valuable resources for infrastructure investment. A critical step to fund securing IB's guidance to work with Newton.



**Governance and Stakeholder Alignment:** IB worked with Stiles to introduce a structured governance process for technology delivery that clarified roles, responsibilities, and early decision tracking.

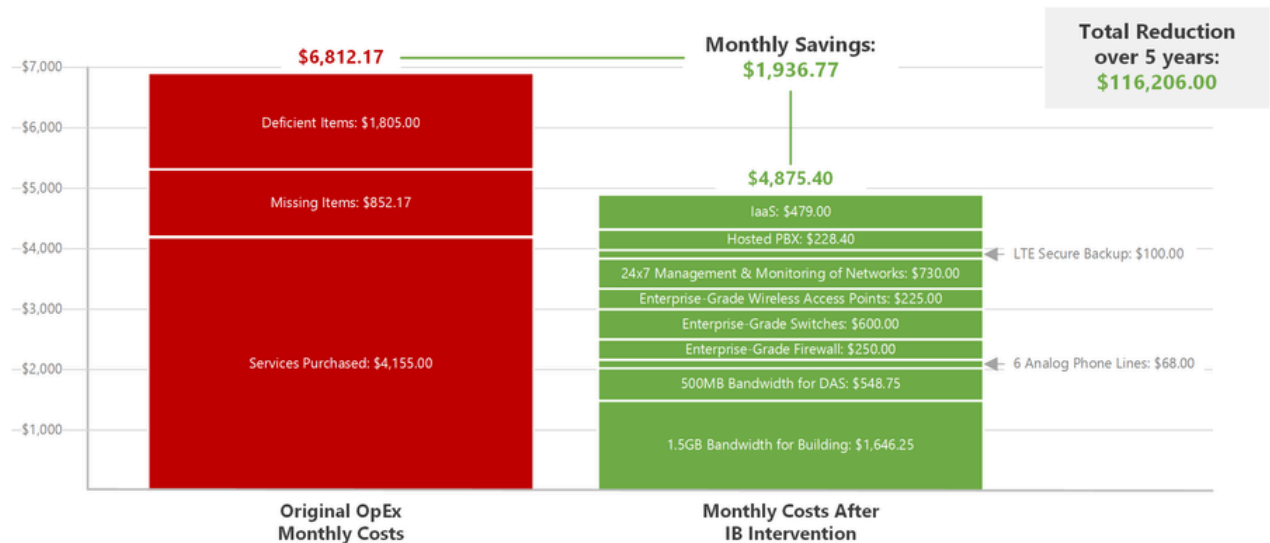


Figure 1: Stiles Design Review

## Results

The 110 East project is showcased in media articles, building tours, and industry engagements, bolstering Stiles' brand as an innovator in the market and positioning Stiles to grow its business as planned. With IB's guidance, Newton's and Stiles' sophisticated and timely expertise contributed significantly to these milestones for 110 East:



### Accolades

At the 2024 RealComm | IBCon conference, the building received the title of "Most Intelligent Office Building," an award that recognizes performance capability rather than just design.



### Cost Savings

Stiles improved operational efficiency, saving \$24,000 annually by adjusting the bandwidth, which provided more funding to effectively deliver the riser and network infrastructure and services necessary to meet the building's commitments to tenants and co-owners.



### IntelliNet Launch

Newton and Stiles trusted IB's performance, making it an easy choice to embrace IB's IntelliNet Managed Services.

## Lessons Learned



**Early Expert Involvement:** Strategic early involvement of technology experts can transform commercial real estate (CRE) projects into industry-leading showcases, positioning your building for long-term success and recognition and preventing costly changes later.



**Structured Governance:** Defining clear roles and processes at the start of the project facilitates smoother project management and execution.



**Comprehensive Planning:** Looking at the entire project and its goals up front ensures a robust outcome. This includes defining use cases, integrating cybersecurity plans, etc.



**Internal Goal Focus:** IB's guidance and partnership-driven strategy look beyond the obvious technology problems that its services deliver and focus on understanding the nuances and maturity of real estate organizations that are embracing technology in complex environments.

## Future Outlook

With 110 East now a flagship example of smart building success, Stiles is well-positioned to leverage this achievement for future projects. Recognition at RealComm | IBCon was just the beginning of its smart building journey. The true impact was seen in enhanced operational efficiency, and positioning Stiles as an innovative leader. Ultimately, the market will decide on how to embrace the new opportunities that smart buildings like 110 East provides.

As the industry evolves, IntelliNet's potential as a fourth utility—essential for seamless building management—continues to grow, reinforcing the importance of intelligent infrastructure for modern CRE portfolios.

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– Devon Newton, VP of Property Mgmt, Stiles Corporation

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## About Intelligent Buildings

Intelligent Buildings is a team of CRE technology specialists, founded in 2004 with a mission to simplify the complex technology challenges within commercial real estate buildings. We focus on three core services: assessing your building technology to give you greater understanding and visibility of your capabilities, providing strategic advice to empower you to make smart decisions, and supporting your buildings connectivity with our 24/7 IntelliNet managed services. Our proactive approach to building technology empowers you to create an elite experience, deliver better performance outcomes, and increase your bottom line—so you can have power over your portfolio.

**Building technology advisory, assessment, and managed services at scale.**



Contact us today!

**704.759.2700**

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