





Florida-based Tiles Corp. and California-based Home Steer Properties recently delivered 110 East — a 370,000-square-foot, 24-story building in South End.

CalBRE's Digital Awards launched in 1999 to recognize innovative projects, companies and the leading digital transformation in real estate. 110 East was judged on key factors that include

- Energy efficiency and sustainability
- Advanced technology integration
- Occupant experience

For tenants, Newton said the advantage is a one-stop shop for everything they need inside the building.

"Often, property managers have struggled in their role. There are all these things they can and should be doing to create a better experience, but tenants have to wait for them to take action," she said. "Having all of these technologies available provides a faster and easier, self-servicing experience for the tenants."

It also frees up property management to focus on unique on-site programming that they might not otherwise have time for, Newton said.

"There is this expectation that tenants want activities, they want things to do where they work," she said. "When you automate the processes, there is the opportunity to activate the building and a