



INC ARCHITECTURE & DESIGN

New York City

40+ Employees

Residential & Hospitality

inc.nyc



How INC Architecture & Design Built a Smarter, More Profitable Practice



"Our profit margin has increased by 6 percentage points since we started using CORE. It was pretty low when we first transitioned, and we had some legacy projects that didn't translate well, but we've hit our stride. Now the team understands the widgets—like when they see the green line drop below the yellow line, they know it's time to push billing or follow up on deliverables."

- Gabriel Benroth
Founding Partner, Studio & Information Director



The Vandewater
New York, New York

Meet INC: A Firm That Balances Vision with Precision

INC Architecture & Design isn't your average design studio. Founded in 2006 by three partners with a passion for architecture that's deeply rooted in craft and context, the firm has grown into a 40-person team designing standout residential, hospitality, and workplace-adjacent spaces nationwide.

Their work includes celebrated projects like the One Hotel in Brooklyn, the public spaces at the TWA Hotel, and thoughtful urban residential developments such as Vanderwater in NYC's Upper West Side. While the firm remains deeply design-focused, their leadership understands that great design must be supported by strong operations.

With a growing national presence, increasing project complexity, and a hybrid team structure, INC needed modern systems that could support their evolving business without compromising the creative culture they worked hard to build.

The Challenge: Tools That Couldn't Keep Up

For years, INC relied on Deltek Ajera to manage their business operations. While it offered some customization, the platform felt dated and disconnected from how modern design firms operate.

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It felt like something from 1998. It wasn't web-based, it didn't work on Macs, and worst of all, it didn't connect to any of our other tools.

Gabe Benroth
Founding Partner

The lack of integration made it difficult to build efficient workflows, especially with a growing number of team members working remotely

across time zones. Managers had limited visibility into real-time project performance. Reporting was time-consuming. And the firm's leadership had to rely too heavily on experience and gut instinct, rather than data, to make decisions.

At the same time, their projects were becoming more diverse and distributed, with clients in New York, Austin, Nashville, and Raleigh. The need for transparency, automation, and real-time collaboration had never been greater.

The Turning Point: Choosing Tools That Fit the Way They Work

INC set out to find a system that could adapt to them, not the other way around. What they found in BQE CORE was a flexible, tech-forward platform with powerful reporting, phase-based project tracking, and a fully open API.

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CORE hits that sweet spot. It's not too rigid like Monograph, and it's not overbuilt like Deltek. It gives us a strong foundation that we can build on and make our own.

Gabe Benroth
Founding Partner



The One Hotel
Brooklyn, New York

One of the biggest factors was CORE's interoperability. Gabe, who has a background in programming, built a suite of internal tools that plug directly into CORE. These integrations connect CORE with Zapier, Google Workspace, Slack, PipeDrive, and custom forecasting tools, enabling real-time updates across business development, project management, and accounting.

While any platform switch comes with short-term challenges, the long-term benefits quickly outweighed them. Within the first year, INC saw a 6% increase in firmwide profitability, a gain that more than covered the time, training, and transition costs associated with moving off Ajera. By automating project setup, improving forecasting, and giving project managers real-time visibility into performance, the firm saved dozens of hours each month and gained tighter control over budgets and billing. The ROI wasn't just theoretical, it showed up directly in their bottom line.

The Results: 6% Increase in Profitability, and a Whole Lot More

INC has seen measurable improvements in both business performance and team engagement since implementing CORE. In just over a year:

- **Firmwide profitability increased 6%.**
This gain came from better forecasting, clearer reporting, and improved project accountability, not just tighter budgets
- **Project managers are more financially fluent.**
Managers use dashboards to track time, billing, and project progress on a weekly basis. These tools help them make smarter decisions without relying on spreadsheets or finance teams.

- **Firmwide meetings are more productive.**

Every week, the team reviews projects using CORE dashboards. If something is over budget or underperforming, it gets addressed in real time. And in monthly one-on-one meetings, leadership uses profitability reports to coach managers on how to improve performance.

- **Project setup tools saved countless hours.**

Using CORE's open API, INC built automations that set up projects with phase codes, budget templates, and task assignments, reducing manual entry and maintaining consistency across every project.

A More Empowered, Accountable Team

Beyond the technical gains, CORE has helped reinforce INC's company culture. The transparency it provides fosters a stronger sense of ownership across the team. Junior staff use utilization metrics in their performance reviews. Mid-level team members are learning how to forecast and allocate time more effectively. And everyone—from interns to partners—has access to the same project data.

The firm also uses CORE's phase-based financial data to forecast fees and resource needs on new

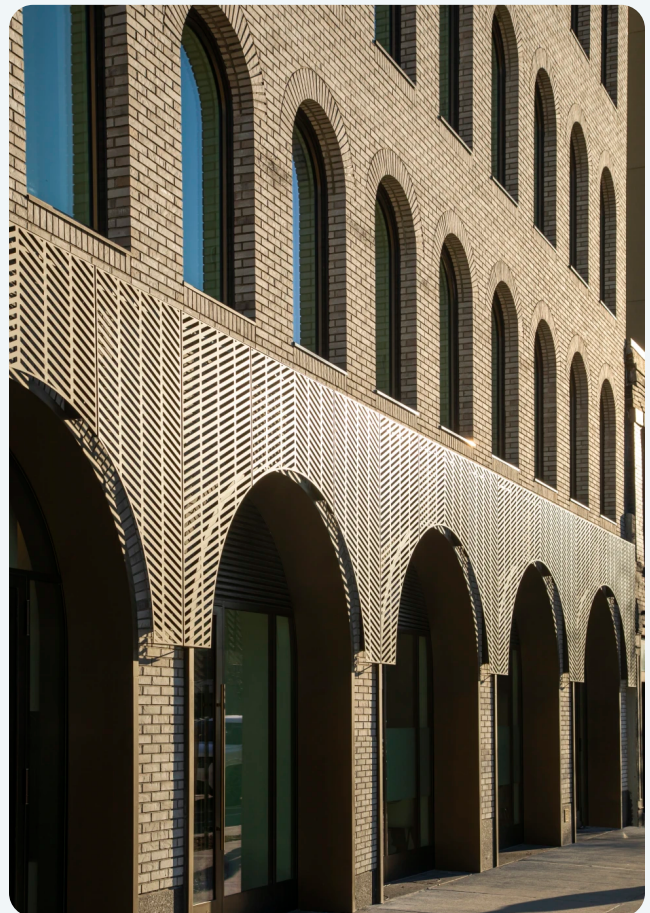
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We train junior staff using real numbers. If they understand how their time shows up in utilization reports, they start to take ownership of their work—and that makes them better architects.

Gabe Benroth
Founding Partner

We used to spend hours setting up projects manually. Now it's click-and-go. That time savings adds up fast.

Gabe Benroth
Founding Partner



Parlour
Brooklyn, New York

projects. For example, by reviewing historical data across dozens of hospitality projects, INC can estimate the time and budget required for a new hotel gym or restaurant with confidence, ensuring they price their work correctly and protect their margins.

Designed for Flexibility. Built for Growth.

With CORE, INC Architecture & Design has created an operations system that mirrors their design philosophy: thoughtful, flexible, and built to scale. Whether they're managing 100+ project phases or working across multiple time zones, CORE provides the visibility, structure, and adaptability they need to thrive.

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CORE gives us the tools to build what we need, the way we want to work, and that's what makes it so valuable.

Gabe Benroth
Founding Partner



196 Orchard
New York, New York

Unlock the freedom to pursue
the projects you're passionate
about with BQE CORE.

