# Brightly

# Bringing you the world's smartest asset management software

## Confirm to Brightly: What we can now do for you

# Hi, we're Brightly!

For those of you who were able to join us at our Illuminate 2022 conference in Birmingham, we want to remind you of some of the key takeaways from that day.

For those who couldn't be there, we don't want you to miss out, so in the following pages we've put together a bit of a snapshot of what was discussed.

And for those who have never worked with us before, and perhaps don't know a lot about us, we'd also like to introduce ourselves and demonstrate how we could help your assets to work smarter for the communities you serve.

Scan here to watch the 'Introducing Brightly' video

# Brightly in a nutshell

We solve operational challenges, whether it's keeping track of road repairs, street lighting maintenance, the upkeep of public buildings, or any other of the thousands of day-to-day challenges local authorities manage on an ongoing basis. We recognise the hard work and dedication council staff put in to ensure the smooth running of their communities and we're here to support them. We're the global leader in intelligent asset management solutions because we we're much more than just a software provider. We recognise that every local authority has its own unique challenges and we work in close partnership with clients to identify and understand those challenges in detail, and how to overcome them.

Confirm software has been a trusted solution for UK local governments for nearly 30 years. And there are now millions of reasons to trust it – and us – even more.

# Our vision for the future: Smarter assets, sustainable communities

Assets are at the heart of every community. They're your people, your equipment, your infrastructure, your time and your money. But what if there was a way for them to do even more?

# Looking back, and thinking ahead

Local authorities are tasked with managing a hugely complex web of assets – and for 30 years we've been supporting UK councils to take care of everything from street lighting to road surfaces; from parks to public buildings; from trees to drains, and from schools to funeral services.

Over that time – Confirm has been bought and sold on a number of occasions, but the acquisition by Brightly (then Dude Solutions) in late 2020 was far more significant than all those that had gone before. It was a homecoming of sorts because at last we were part of a wider organisation that really understood what we did.

And what's good for our future, is good for yours as well!

Our solutions are getting smarter all the time, so whether you're managing building maintenance, arranging pothole repair, overseeing tree care or tracking street light bulb replacements – we can help you to do it faster and more efficiently – and all with one system and one provider.

Scan here to hear from the Brightly team

## Dude to Brightly

Dude Solutions became Brightly in March 2022. Looking to the future, we wanted a new name that communicated vibrancy and positivity. We think we've found it.

Scan here to learn more about our history

## Siemens sees the value

In summer 2022, freshly re-branded Brightly was snapped up by Siemens. In a deal that valued Brightly at more than $1.5 billion, Siemens brought us into its Smart Infrastructure business group. Brightly will continue to operate as a separate entity within Siemens – but now with even more resource at its disposal.

# Assets as smart as you are

## We're here to make things easier

We live and breathe asset management, just as you do, and we know how tough it can be. It's essential for supporting communities, but with hundreds of thousands of assets to oversee, and with limited time, resources and money, the task is no easy feat and efficient execution can be complicated.

But we all understand how essential asset management is, and we've all seen how neglecting it can lead to increased costs in the long run.

Preventative maintenance is key to avoiding this scenario – and making your assets as smart as you are with the right digital tools and the right collaborative support.

## Brighten up your assets

Powered by data, our software is designed to simplify and help oversee every last detail of your assets and operations, enabling you to eliminate waste, avoid undue costs and to work smarter.

Our software supports our clients through the key phases of their asset management lifecycle – whether it's preventing a leak, avoiding a power outage, repairing city streets and bridges, preparing for a flood, monitoring $CO_2$ emissions, or just about anything else you can imagine.

## Why use Confirm?

Why Confirm? Two reasons: the tools and the people. Confirm is a smart, cost-effective digital tool that can help you to manage your public infrastructure assets, however extensive, and streamline your information and processes. And beyond the software, crucially, Brightly takes a close collaborative and consultative approach to working with customers to ensure they get the best possible results for their investment.

# The benefits

## Confirm can deliver...

### End-to-end efficiency

Manage more assets with our single platform, and streamline your workflows while optimising budgets and staffing.

### Greater transparency

Use our simple, mobile-supported technology to enable field staff to view tasks lists, access instructions, update asset data and complete maintenance activities and inspections.

### Insights into planning

Our software enables data to be visualised – on interactive maps and graphs – to determine your most effective asset management strategies.

### Cost monitoring and planning

With Confirm, you can track your spending for asset repair history, enabling you to see your total cost of ownership and respond accordingly. Additionally, Confirm's pre-defined dashboard and reporting tools enable you to see how your maintenance and operations measure up to KPIs.

### Workflow management

Confirm enables you to streamline customer enquiries by recording customer requests against specific assets and then converting them into inspection activities to be carried out.

# Now more than ever: The right time for smart asset management

## Embrace the power of data

Data is king, so the saying goes, and the fact that our software is used in such a wide range of sectors, including local government, education, healthcare, senior living, manufacturing, and clubs and associations gives us a huge dataset to work with.

We have billions of data points gathered over more than 20 years working with a range of clients. With our software, you can compare your data against an aggregation of thousands of organisations similar to yours, so you can benchmark, analyse and forward-plan accordingly.

However your organisation uses data, we can help you turn it into valuable information and insights, so you can make smarter decisions faster.

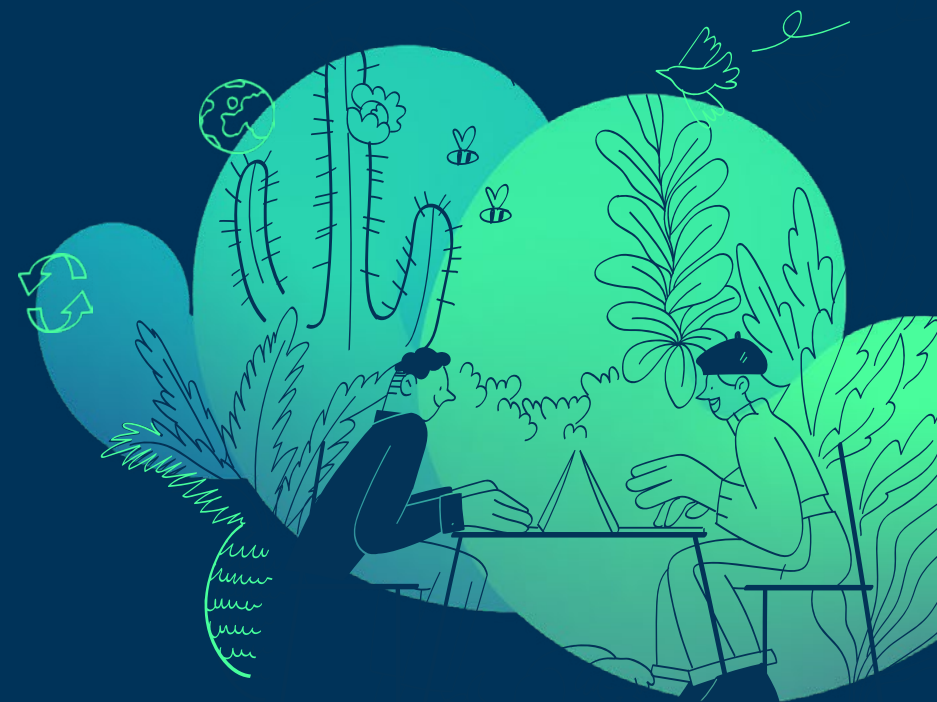> " Confirm has revolutionised and streamlined processes at our council, which has helped us to save time, and to serve our community more quickly and efficiently. Brightly is an excellent partner that goes the extra mile to help us improve our operations and services. "
>
> **Mark Shelswell**
> **PFI Reprocurement Manager**
> **Birmingham City Council**

## Predict, prevent and save

With the energy and raw materials prices, and the cost of living and labour continuing to soar, it's more important than ever to ensure that your assets are working for you as efficiently as possible. We can help you to calculate, plan and spend accordingly, while also helping you to save money through the monitoring and preventative maintenance of your assets.

Our cloud-based strategic asset management and capital planning solution allows organisations to accurately predict and compare how funding scenarios will impact their assets in the future, as well as justifying funding requirements, and communicating data-driven stories to unite stakeholders. Turn to page 8 to learn more.

## Reach your sustainable goals

There is now a global collective effort to prioritise more sustainable ways of working and living, and as a result, local authorities are under more pressure than ever to make their operations more environmentally friendly.

Our software can help your local authority to calculate carbon sequestered by green infrastructure; effectively monitor pests and diseases associated with arboriculture; track air quality; calculate the optimum levels of tree canopy cover, which can help prevent flooding – and more.

We believe that smarter asset management is a small step that can set us all on the path to a brighter, more sustainable future, and we're here to help you take that step.

> " One of the biggest takeaways from COP26 was that every country now has to report back every year with an increased NDC [Nationally Determined Contribution]. "
>
> **David Hawes**
> **Co-founder**
> **Net Zero**

# Making smart even smarter

Since becoming part of Brightly, Confirm customers have access to a range of new products from the wider business.

Predictor is one such product. Developed by Assetic, the Australian asset management firm acquired by Brightly in 2020, it is now available as part of the Confirm suite of products.

Backed up by more than a decade of research, Predictor is a smart product which is continuously being enhanced. Its algorithms analyse your existing data in order to create long-term investment profiles, and predict different investment strategies over any of your assets, building them into tangible work packages and prioritising them across different years and different funding sources.
At Illuminate 2022 we also outlined a range of new Predictor features.

> **There are a number of benefits we see from Predictor. We have hundreds of thousands of assets to maintain now and in the future and anything that can help us manage these better is welcomed. The integrations with GIS and BI allow different scenarios to be visualised better which will help in conversations with stakeholders, like County Councillors when we review budgets, as they will be able to see the impact of the models more clearly.**

**Chris Faires**
**Digital and Technology Manager - Highways**
**Hertfordshire County Council**

Scan the QR code to find out more about Predictor

# Inside the Innovation Lab

Brightly fosters and seeks out creative input and innovation from everyone across the global organisation to deliver real, tangible product improvements to benefit our customers.

We work in long term partnership with our clients and we're proud to offer the opportunity for them to get involved as well, at a product level, to influence the direction of our product roadmap and ensure that it works for them.

Scan here to find out more about our Innovation Lab

## Confirm Learn

A powerful training tool for users, Confirm Learn is completely unique and unlike anything offered by our competitors. With a wealth of content and access to recorded sessions alongside learning paths, the tool can be customised to meet the specific requirements of your organisation. Confirm Learn has been adapted in response to customer requests for role-based learning and setting-up learning paths.

Our first learning path site divides the material into three learning levels:

- Overview
- Administration
- Configuration

Each learning level is structured in the same way, starting with an overview, which provides information about the learning level content, about the learning objectives, and about the timings for each part of the learning level.

# Serving you and your community

## Confirm Support Communities

Brightly has a tremendously strong track record when it comes to customer support and problem solving.

**Optimising Confirm**, these hour-long, free webinars are designed to alert people to useful parts of the system they may not be aware of.

**Version release seminars** highlight new features available in the latest software updates.

**Knowledge articles** by our support team summarise potential problems.

Our **Technical Support Team** boasts a Net Promoter Score (NPS) of **71% in 2022**. The industry average for B2B software and SaaS is 40%.

**Diagnostic data reviews**, provide a very simple analysis.

## Community Central

How do we go about making a community broader than just the local authority and keep residents, members and any devolved services feeling involved and engaged?

**Community Central** was born out of the idea that issues occurring on a network don't just affect residents, they affect the relevant authority, the travelling public, transport networks, and even emergency services.

In partnership with Jadu (which specialises in building the best possible connections using low-code platforms), we've achieved a much richer integration between Confirm, and our customers' front-end websites.

**Failure demand** occurs when you have data within your capability to display, but you either can't access it, or you can't display it effectively.

Brightly has conducted reviews with two beta testing organisations which suggest that that failure demand at front-end first contact, is £70,000 to £100,000 verses proactively informing.

If multiple residents, as well as an inspector and the head of service can all report a defect in an area you can end up with a report saying there are 14 defects when there is in fact only one. Community Central takes all of that noise away, providing huge cost savings.

# Brighter, smarter cities and communities

We're already delivering efficiencies for local authorities – all with the 'click of a button'. But don't just take our word for it. Here's what two behind-the-scenes leaders had to say about Brightly Software improving their processes.

## Confirm used to streamline operations

" Over the years, Confirm has enabled us to manage our roads and highway assets more effectively. The transition from our original on-site hosted system to the new cloud-based solution couldn't have gone smoother. Any issues were quickly addressed by the Confirm professional services team within a bespoke test environment, in advance of our go-live date. And, with the additional support of a dedicated project manager, we were expertly guided and supported throughout the whole process, enabling us to meet our deadline and deliver a seamless transition come switch-over day. "
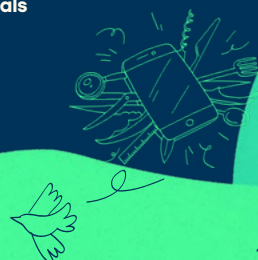
**Tom Condick, Cloud Systems Manager**
**Somerset County Council**

## Confirm used in additional asset areas

" The introduction of my bespoke Confirm Digital Asset Management solution has transformed the efficiency of my department and eased pressure on resources going forward. I have an automated system that speeds up the processing of cases from initial application, through to final case closure and significantly reduces our dependence on paper-based filing. In addition, I have access to real-time data at the touch of a button, so not only myself, but my colleagues can also respond quickly and efficiently to external customer information requests. And, to find the solution from within our own Council was hugely satisfying and rewarding. "

**Paula Richardson, Manager of Cemeteries - Section 46 Funerals and Memorials**
**Nottingham City Council**

Scan to hear how we are improving the operations of organisations like yours

# Let us make your life easier by making your assets work smarter

To find out more, visit
www.brightlysoftware.com

**Brightly**