Brightly

Why strategic asset management?

Optimise capital expenditure

Optimise or reduce capital and maintenance expenditure while achieving the best possible asset service level and condition outcomes.

Compare Capex scenarios

Make informed decisions about capital investment using "What-If?" scenario modelling tools.

Extend asset lives

Extend asset lives and reduce asset degradation rates by optimising renewal and maintenance activities.

Collaborate with experts

Work with specialists in Ports Asset Management and life-cycle optimisation. We are members of Ports Australia and contribute widely to Asset Management Industry topics.

Evidence-based capital planning

Justify asset investment decisions with line-of-sight linkage from individual asset or components to high-level corporate objectives.

Manage risk

Ensure that the candidate capital works are the most important to the organisations network, thereby mitigating the risk. Utilise likelihood, and consequence, to provide a ranking of risks based on their probability and impact.

Predict asset condition

Predict the rate of decline in service level and condition of assets using industry-specific algorithms.

Enable condition data

Leverage your investment in WSCAM data and use the Brightly process to identify a targeted, prioritised data improvement roadmap.

Simplify complex outcomes

Powerfully communicate complex engineering capital programs to your Board using simple visualisations via GIS or BI integration.

Plan projects efficiently

Plan your capital projects more efficiently by optimising future works by Time and Place, using Brightly's unique and innovative Work Planner project packaging software.

> **"**
>
> The outcomes of our work with Brightly have enabled us to achieve some important high-level business objectives. We have various works program scenarios and what-if analyses considering asset condition, criticality, degradation and location. By using Brightly to optimise our asset management strategies we're confident we can reach the right balance between cost, risk and performance across our network, which ultimately benefits our customers in the long run. **"**

Grant Burton
Deputy Executive Director Asset Management, Sydney Trains

brightlysoftware.com

Tell your story

In today's corporate world, it is now essential to explain the consequences of future infrastructure decision making to non-asset management Executives. Brightly's out-of-the-box integration with powerful visualisation tools such as Esri ArcGIS and Microsoft PowerBI enable you to explain these infrastructure modelling options in a language easily understood by all.

It's not about detailed engineering debates, it's about how you tell the story.

Powerful, customised BI dashboards display the data you need in a format appropriate for all stakeholders.

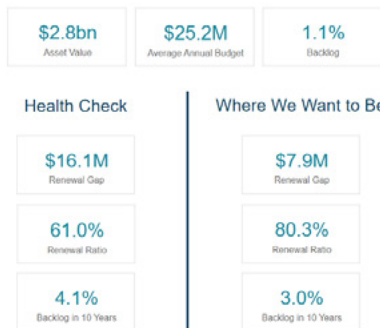**Visualise and share the consequences of various asset investment strategies.**

> Flinders Ports needed to improve corporate confidence in its long-term Capital Works Programs, so engaged Brightly to undertake long-term asset lifecycle modelling for three asset classes – Navigation Aids, Marine Structures and Straddle Carriers. The outcomes to date – particularly the integrity of the modelling science and the powerful visualisation dashboards – have provided us confidence in the approach and as a result we've now expanded the program across further additional asset classes. Importantly we now also have a clear understanding of the data required to improve our decision making.

Lee Kolokas
Assets & Engineering Manager Flinders Ports

About Brightly

Brightly, the global leader in intelligent asset management solutions, enables organizations to transform the performance of their assets. Brightly's sophisticated cloud-based platform leverages more than 20 years of data to deliver predictive insights that help users through the key phases of the entire asset lifecycle. More than 12,000 clients of every size worldwide depend on Brightly's complete suite of intuitive software – including CMMS, EAM, Strategic Asset Management, IoT Remote Monitoring, Sustainability and Community Engagement. Paired with award-winning training, support and consulting services, Brightly helps light the way to a bright future with smarter assets and sustainable communities. For more information, visit brightlysoftware.com.

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