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A Siemens Company

Brightly Asset Management for Manufacturing: A Complete Buyer's Guide

Overseeing equipment and facilities maintenance in a manufacturing plant is a complex job. From maintaining production lines to managing large-scale machinery and infrastructure, every detail plays a vital role in ensuring workflows are efficient, teams are productive, and downtime is minimal.

In this guide, you'll find details on why asset lifecycle management (ALM) solutions are the key to optimizing maintenance tasks, improving budgets, and enhancing decarbonization efforts by giving manufacturing teams access to more reliable, data-driven insights.

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Going beyond a standard CMMS

A standard computerized maintenance management system (CMMS) is a vital tool for tracking work orders and managing maintenance, but modern manufacturers need tools that go further and provide deeper insights to enhance decision-making.

Complete asset lifecycle management solutions provide a more holistic view of the challenges and goals for maintenance, operations, and finance managers:

1. Improved budgeting and cost management

By using data-driven insights, manufacturing leaders can optimize budgeting and inform long-term capital plans. With visibility into asset performance, condition, and maintenance history, organizations can make more informed decisions around repairs versus replacements, reducing unplanned costs and extending asset lifespans.

2. Reduced unplanned downtime

Through preventive and predictive maintenance schedules – processes made simpler with the help of ALM solutions – manufacturers can identify potential issues before they become costly disruptions. By leveraging real-time data to schedule and track maintenance tasks proactively, organizations can reduce the risk of surprise breakdowns and increase asset reliability.

3. Increased operational efficiency

By integrating asset performance data into maintenance scheduling, operations teams can better plan and prioritize maintenance tasks based on actual asset needs, rather than simply following a fixed or reactive schedule. This leads to more efficient operations, lower maintenance costs, and increased uptime, all contributing to smoother, more cost-effective workflows.

4. Smarter energy management

With ALM solutions that focus on environmental safety, manufacturers can better track energy consumption, identify inefficiencies, and implement new strategies that reduce waste. Leveraging reliable, data-driven insights makes it easier to achieve energy management and decarbonization goals, while also lowering costs.

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The Best of Brightly Software

Brightly offers a comprehensive suite of solutions designed with manufacturers in mind to address the full asset lifecycle for manufacturers. From daily maintenance management to long-term capital planning, our products empower your team to work smarter, not harder.

Asset Essentials

[Brightly Asset Essentials](#) is a world-class, cloud-based CMMS solution that helps manufacturing leaders simplify daily maintenance tasks and enhance operational efficiency. By centralizing work orders, asset data, and maintenance activity within a single, intuitive platform, Asset Essentials ensures teams have access to critical information they need anywhere, any time – improving efficiency and supporting regulatory compliance across an entire organization.

With real-time insights into asset performance, teams can make data-driven decisions to optimize maintenance tasks and resource allocation. The platform supports preventive maintenance by shifting the focus from reactive repairs to proactive scheduling, which helps reduce unplanned downtime, minimize disruptions, and extend asset life.

Most importantly, Asset Essentials offers mobile capabilities, allowing teams to access critical maintenance information from anywhere, at any time. This mobility ensures that operational teams stay connected and informed, further enhancing efficiency. And the platform's automated work order management system prioritizes tasks in real time, eliminating paper-based processes and ultimately reducing maintenance backlogs.

With powerful reporting tools, manufacturers can gain actionable insights into performance, resource utilization, and the long-term health of their assets. These insights empower finance and operations leaders to make smarter budgeting decisions, optimize resources, and maintain agility across the organization with automatic task notifications and work order updates.

By identifying asset issues sooner, improving repair versus replacement decisions, and reducing operational waste, Asset Essentials helps manufacturers create safer, more resilient, and cost-effective workplaces, making it a powerful solution for any organization looking to optimize asset lifecycles and drive more long-term operational efficiency.

Proven benefits:

→ Reduce machine failures by up to 35%

→ Save 12-18% on maintenance costs

→ Cut work order processing time by up to 60 minutes

MadTree Brewing

In 2024, the maintenance team at MadTree Brewing discovered that their old CMMS was greatly impacting efficiency due to issues with its mobile app and other functionalities. Within just a few weeks of implementing Asset Essentials, the Ohio-based brewery was able to start accelerating job completion times, gain back 10 hours per week by improving work order efficiency, and identify tens of thousands of dollars' worth of unaccounted inventory.

Read the full story →

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I did a parts inventory audit and found about $35,000 worth of parts that were not accounted for and had never been entered into the old system. In contrast, the ease of inputting parts into Asset Essentials has been **epic.**

Daniel Deitsch
Production Maintenance Manager

Origin

Brightly Origin is an advanced capital planning and maintenance optimization tool designed to help manufacturers strategically prioritize projects, inform capital plans, and manage long-term asset health.

By centralizing project management, finance and operations leaders can improve collaboration across departments, track costs to assess the full impact of deferred maintenance and ensure a more comprehensive approach to capital planning. But the benefits don't stop there.

With Brightly Origin, manufacturers can move beyond standard CMMS capabilities to build a proactive, data-driven approach to maintenance optimization and capital planning.

Know your assets inside and out

Origin offers the industry's largest operations database to benchmark your maintenance data against and predict long-term asset health—so you always know the status of your entire portfolio.

Prevent failures before they occur

Stay ahead of asset deterioration with built-in risk ranking tools that highlight aging assets and guide smarter repair-versus-replace decision

Turn your CMMS data into action

Seamlessly integrate work order and preventive maintenance data from any CMMS to keep asset life expectancy accurate and up to date.

Make every dollar count

Ensure approval for necessary funding with compelling visuals and metrics that project budget needs up to 30 years ahead, while addressing deferred maintenance risks.

Plan with confidence

Simplify capital investment decisions using Origin's powerful built-in tools that calculate total costs and provide a collaborative, full-picture approach to long-term planning.

Gain data-driven insights

Use detailed reports, KPIs, and benchmarking to assess performance, mitigate risk, and optimize labor and asset management strategies.

Combine with the power of Predictor

Brightly Predictor is the most powerful strategic asset management solution on the market, using predictive modeling and analyses to show outcomes of multiple funding scenarios. By combining Origin data with Predictor's world-class analytics capabilities, manufacturers can compare investment possibilities to determine potential impacts and make the most of their operational and capital budgets.

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SIEMENS

Siemens Electrical Products NA

Across its 12 North American plants, Siemens EP was using multiple disconnected CMMS solutions with no organization or easy method of sharing information across teams. By implementing Brightly Asset Essentials and Origin, they were able to revolutionize their work order processes, minimize unplanned asset downtime, and forecast capital plans for the next 15 years.

Read the full story →

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We wanted to leverage shared knowledge, and we realized we could all get on the same system to share information... [as well as] sharing parts and sharing preventive maintenance expertise to help each other get up to speed.

John Hayden Jr.
Operation Excellence Professional

Stream™

[Brightly Stream](#) is a comprehensive environmental safety and energy management platform designed to help manufacturing facilities reduce utility costs, track carbon emissions, and meet energy management goals. By delivering accurate, real-time data on energy usage and emissions, Stream enables manufacturers to make informed decisions that enhance energy efficiency, lower operational expenses, and simplify ESG reporting.

Automated data collection sourced directly from utility bills allows for smarter decision-making, with an easily accessible platform to improve communication across your team
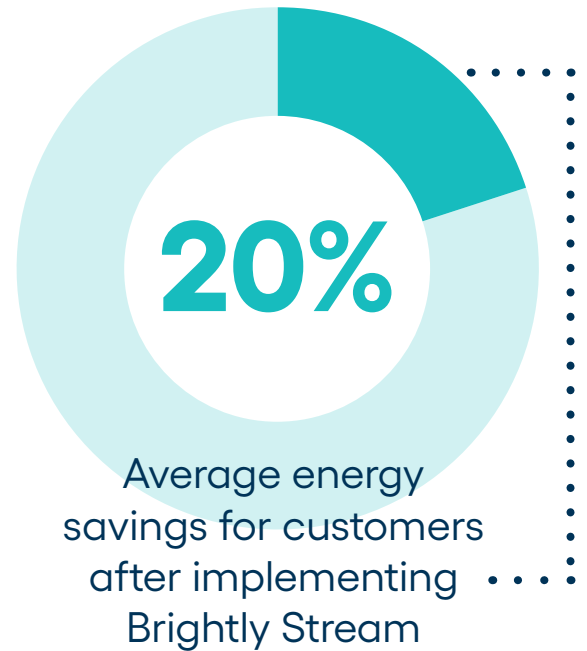
Advanced analytics provide insights into performance gaps and opportunities for smarter resource allocation

Simplified dashboards make it easier to report compliance to ESG programs like ENERGY STAR and GRESB.

Stream empowers manufacturing facilities to take control of their decarbonization efforts by providing the tools needed to optimize utility usage, reduce emissions, and achieve net-zero carbon targets. With its automated data collection, advanced analytics, and simplified reporting, Stream makes it easier for manufacturers to prioritize and improve energy-saving initiatives.

20%

Average energy savings for customers after implementing Brightly Stream

By the numbers:

→ **6,000+** buildings managed

→ Over **$4 billion saved** in utility costs

→ **20% less energy** consumed by buildings using Stream analytics

Client Story

Cirrus Aircraft

Cirrus Aircraft is a manufacturer of general aviation aircraft with dozens of facilities across the country. In 2023 they hired a new Lead Facilities Analyst to take their execution of Asset Essentials "to the next level." Since then, they've implemented QR codes to improving asset tracking, accelerate work order completion times, and make life for their maintenance department much easier.

Read the full story →

"We appreciate anything that can improve the experience for people to be able to create a work order easily, and Asset Essentials has been great by having that QR system included.

Brian Miller
Lead Facilities Analyst

Energy Manager

Brightly Energy Manager is another cutting-edge platform to completely transform how manufacturers approach energy management. By consolidating utility data into one centralized hub, Energy Manger gives facilities managers a comprehensive view of their energy usage patterns.

Validate successful improvements to energy consumption to stakeholders

Make more informed decisions with access to real-time energy data

Track energy-saving and cost-reduction initiatives

Identify energy waste and improve operational efficiency

But Energy Manager goes far beyond just tracking and analysis – it also delivers impressive real-world results that benefit both the environment and finance teams. Energy Manager clients have reported cutting CO_2 emissions by a staggering 142,150 tons, equivalent to taking 27,380 cars off the road for a year.

On top of that, it has helped achieve over $171.4 million in energy cost savings and conserved 12 billion gallons of water - enough to fill 118,545 Olympic-sized swimming pools.

With Energy Manager, organizations can overhaul their energy management strategies. With a centralized platform for utility data, real-time insights, and comprehensive tracking tools, Energy Manager supports smarter, data-driven decisions, fosters a culture of environmental safety, and delivers significant financial benefits for manufacturing organizations.

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Brightly's 3-step implementation

Our structured approach to implementing asset lifecycle management solutions is led by a team of experienced professionals, passionate about partnering with you to support your organization's financial and operational goals.

Step 1
Project kick-off (Day 1)

Orientation call

→ Define roles and responsibilities

→ Identify critical business goals

→ Review prescriptive implementation plan to map out milestones and timeframes

Step 2
Onboarding

Implementation begins

→ Configure your account (first 30 days)

→ Attend interactive virtual classroom training sessions

→ Attent 1:1 sessions with your implementation specialist

→ Go-live support (final 30 days)

Step 3
You're live (Day 60)

Congratulations!

→ You are using Asset Essentials and have achieved account enablement

→ Review available on-going help resources

Tips for getting buy-in

Implementing new technology can be challenging – 52% of manufacturing operations leaders cite staff resistance as one of the biggest obstacles in their attempt to better manage their assets. But having the right approach can make all the difference.

Here are some key strategies to drive better adoption and long-term success in your organization

1. **Have frequent check-ins:** Schedule weekly or daily touchpoints to gather feedback, address challenges, and encourage usage.

2. **Provide hands-on training:** Offer both external and internal training, allowing employees to learn at their own pace with real-world practice.

3. **Create cheat sheets:** Provide quick-reference guides for essential tasks to reinforce learning and boost confidence.

4. **Listen to feedback:** Use whiteboards, emails, or suggestion boxes to collect and act on team input.

5. **Utilize ongoing support:** With Brightly, you can leverage our help site, webinars, and world-class customer support for a seamless onboarding experience and continued success.

By focusing on strengthening communication, training, and accessibility, you can ensure a smoother transition and better maximize the value of your new technology.

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Experience the power of smarter asset lifecycle management

Adopting a comprehensive asset lifecycle management strategy is essential for modern manufacturing facilities looking to enhance operational efficiency, reduce costs, and meet decarbonization goals. By integrating advanced solutions like Brightly Asset Essentials, Origin, Stream, and Energy Manager, manufacturers can move beyond traditional maintenance management systems and leverage data-driven insights to optimize their asset performance, extend asset life, and minimize unplanned downtime.

By embracing the power of ALM, manufacturers can not only meet their immediate operational needs but also position themselves for more sustainable growth, increased profitability, and enhanced environmental performance.

The future of asset management is data-driven, and Brightly Software is here to guide your organization every step of the way. Ready to transform how you manage your assets?

Request a demo or schedule a call with one of our ALM experts today.

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About Brightly Software

Brightly Software, a Siemens company, enables organizations to manage the entire lifecycle of their assets, facilities and infrastructure. As the global leader in intelligent asset management solutions for more than 25 years, Brightly's sophisticated cloud-based platform is expertly designed to improve capital planning through smarter, data-driven decision making, empower technicians to predict, prioritize and manage preventative maintenance activities, and support organizations to achieve sustainability, compliance and efficiency goals. Combined with award-winning training, legendary support and managed services, more than 12,000 clients worldwide depend on Brightly to optimize their teams, operations and strategic planning initiatives. For more information, visit **brightlysoftware.com**