**19 May 2022**

**Brightly (formerly Dude Solutions) hails the success of first post-Covid UK client conference**

Brightly announced immediate plans to accelerate the capabilities of its market-leading asset management software solution, Confirm, as well as highlighting multiple successful partnerships at its Illuminate Client Conference last month in Birmingham. The conference was Brightly’s first in-person event since the Covid-19 pandemic, and the first under its new brand.

With the message “Smarter Assets, Sustainable Communities,” the conference was an opportunity for local authority clients, and the contractors who serve them, to learn about Confirm’s latest technical developments and how they can benefit their communities. It was also a chance for delegates to hear about Brightly’s vision for the future and how the company’s recent growth through acquisition has given it a truly global reach – significantly expanding the product offering available to customers.

At the conference, Brightly leaders revealed a short- and long-term strategy to significantly accelerate software development of Confirm, bringing enhanced functionality to clients well ahead of schedule.

Topics covered in the Conference sessions included: the technical aspects and advantages of Confirm; how the product is supporting communities; and its sustainable benefits, including the intelligent management of trees.

Hannah Winstanley, Senior Director for EMEA Client Services at Brightly, hosted a Net Zero panel discussion, in which David Hawes, Co-Founder, Net Zero International; Chris Kasianchuk, Vice President of Property Management and Sustainability, Warrington PCI Management; and Aislinn McCarry, Vice President of Energy and ESG Solutions at Brightly, discussed how asset management and electric workflows can help a growing number of cities work towards achieving Net Zero carbon emissions by 2050.

Marc Evans, Vice President of Government Solutions at Brightly, explained how Confirm is a trusted partner that collects and uses extensive and sophisticated data to help its clients to achieve their strategic goals, and also gave an overview of Confirm’s long and successful history in the UK market.

The Conference was also the perfect opportunity for the Brightly team to share Confirm’s latest updates and features with clients who use it, while also hearing positive feedback and client success stories.

Mark Shelswell, PFI Reprocurement Manager at Birmingham City Council, commented: “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.

“Confirm is an excellent partner that goes the extra mile to help us improve our operations and services.

“It’s also been a pleasure hosting this event here in Birmingham. By being here, attendees get to experience a Confirm-supported city and get a glimpse into how it is managed.”

Louise Wood, Systems, Quality and Performance Manager - Waste and Cleansing Services at City of Edinburgh Council, added: “Confirm is the way forward. It has helped us move away from long-winded, paper-based systems to a more streamlined approach.

“It also has so many features and capabilities to manage bins and cleansing reporting, trees, roads, safety, air quality – the list goes on”.

Brightly’s Jodi McDermott, said: “We’re a global company and it’s important for our team members around the world to keep in touch to keep the brand’s goals and services aligned.

“I have really enjoyed meeting the team in the UK and the Illuminate Conference has given me the opportunity to see first-hand how Confirm is serving local communities in the UK.”

Marc Evans commented: “Our rebrand to Brightly is much more than a name change – it’s a bringing together of the collective global intelligence we now have within the company. We wanted to send a clear message to our existing customers, and the wider market, that whatever their particular asset management challenges – we have the solution for them. And furthermore, that we also have the ability to offer long-term strategic support so our software works as well as it possibly can for them.

“This event was the perfect opportunity to communicate that message directly to the many Confirm customers who attended – and it’s a message we’ll be communicating much further in the coming months.”

**ENDS**

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