**Brightly Software partners with Jadu to deliver ‘connected communities’**

**14th June 2022** – Brightly Software, the global leader in intelligent asset management solutions and Jadu, a web experience management software provider with prominence across Government, Higher Education and Commercial organisations, have partnered to deliver digital ‘connected communities’ software that connects assets to communities through a modern, map-based customer interface.

The new solution, called ‘Community Central’ provides the market-leading capability to proactively surface data to reduce/remove failure demand and improve service perception. Enabling users, such as citizens, students and employees, to self-serve online, to access and report issues in their communities and receive updates on progress reduces pressures on resources and improves service outcomes. Under the partnership, Brightly will be offering the ‘Low Code’ Jadu Platform, which includes web content management, online forms and CRM to its customers and provide unique value to its users.

Initially, the two companies have focused on integrating the Brightly Confirm product with the Jadu Platform and the integration of Brightly’s other key operations management products will follow.

“Organisations such as Local Authorities need to invest in ‘smart cities’ that enable ‘smart citizens’ to interact with their council in a way that is frictionless and ‘just-in-time’. Reporting issues such as potholes and blocked gullies for example, are high demand interactions for many local authority contact centres and cost councils tens of thousands a year in contact that is avoidable. We should be able to tell citizens that we are aware of issues and are fixing them - and let them know when things are fixed” says Suraj Kika, Chief Executive of Jadu.

The new solution enables users of Brightly’s Asset Management products to connect to the Jadu Platform to provide real time, 2-way integration. This enables communities to connect with assets in the local area as well as enable smart capabilities to predictively resolve issues and reduce massive failure demand and avoidable contact. The solution delivers the visualising of live pothole reports on maps, for example so that members of the public can see if something is already being resolved.

“We are excited to bring ‘Community Central’ to our clients, offering them a completely unique solution. Community Central connects the community to assets and enables real-time, automated service delivery for critical services.” Says Brian Bell, SVP Strategy & Corporate Development at Brightly. “As well as offering the leading low-code digital service platform from Jadu, we can now significantly enhance the entire digital web experience for clients, bringing World class accessibility and a personalised portal service to their users.”

“Commercialisation and automation will play a critical role in delivering digital services. Having a digital strategy that focuses on the needs of users and connects communities, delivering clear communication and transparency, will be essential in this time of climate change and post-pandemic economic stresses. The way Brightly Software have put the clients experience and communities at the centre of their strategy aligns perfectly with our ethos and values. We’re very excited about the change we as partners can bring to the world of operations management, which now, more than ever, has a direct impact on the customer experience.” says Suraj Kika.

‘Community Central’ is available immediately to clients in the UK and Australia with global offerings to follow later this year.

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**About Brightly Software**

Brightly, the global leader in intelligent asset management solutions, enables organisations 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 [www.brightlysoftware.com](https://cts.businesswire.com/ct/CT?id=smartlink&url=https%3A%2F%2Fprotect-us.mimecast.com%2Fs%2F5d0ZCwpxAAIGWzpxTqFNJf%3Fdomain%3Dbrightlysoftware.com&esheet=52590831&newsitemid=20220307005937&lan=en-US&anchor=www.brightlysoftware.com&index=4&md5=4c774669eb3cfae4ab45a2769a7627e6).

**About Jadu**

Jadu is a global provider of Web Experience Management software, specialising in Web CMS, Forms, Portal and Customer Case Management tools for the enterprise. Jadu is well established in the public sector for offering digital solutions to local government and higher education as well as a score of commercial organisations around the world.

For more information visit: [jadu.net](http://www.jadu.net)