09 October 2024

**Brightly to showcase the benefits of uniting assets at Highways UK 2024**

*Brightly will be exhibiting at the upcoming Highways UK event, 16-17 October 2024 on stand 201, where it will demonstrate its intelligent asset management solutions.*

At the event, Brightly will show how through its smart asset management solutions, local authorities and their contractors can manage multiple assets; get insight from the data; plan more effectively and intelligently for the future, and accurately measure their carbon footprint.

Being demoed on the stand is Brightly’s Confirm solution, which provides a cost-effective way for clients to use data to make informed decisions and increase value through proactive asset management. By centralising assets in one system, authorities will have a clear picture of their assets resulting in smarter decisions, more informed conversations, better planning and more budget transparency.

Also being shown at Highways UK will be Brightly’s Predictor solution that models long-term funding and service scenarios. Local authorities constantly face challenges with maximising financial resources. However, with Brightly’s Predictor software organisations can stop and think about where best to spend their money, therefore making informed decisions based on real-time data for budget forecasting and future investment.

As with every industry today, sustainability is becoming increasingly important as organisations are being challenged to set and deliver net-zero targets. With Brightly’s intelligent asset management solutions, users can identify ways to eliminate waste, reduce carbon emissions, understand energy consumption trends over time and prove the impact of ESG strategies.

At Highways UK, Brightly’s General Manager and Country Lead, Hannah Winstanley will be speaking about sustainability in her seminar, ‘*CCAs in action!’.* Hannah’s session will look at the importance of data-driven solutions in managing carbon footprint and emissions to achieve sustainable targets. Hannah will also discuss how Brightly works with its customers to measure their carbon footprint and how this data is helping them to become more aware of their carbon profile and costs, resulting in more strategic decisions.

Hannah comments, “We know that over 80% of local authorities in the UK have declared a climate emergency and 67% of councils are not confident that their local authority would achieve net zero targets within the timescales set. So, by helping organisations to determine their carbon footprint and having one central system to access this information is critical to meeting these targets.”

Visitors to Highways UK can catch Hannah’s seminar in the Sustainability Theatre on Wednesday 16th October at 15:15 and can visit the Brightly team on its stand 201 to discuss all its asset management solutions.

ENDS

Notes to Editor:

**About Brightly Software**

Brightly Software, a Siemens company, enables organisations 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, prioritise and manage preventative maintenance activities, and support organisations 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 optimise their teams, operations and strategic planning initiatives. For more information, visit brightlysoftware.com.

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