

25 September 2025

**Brightly Software to showcase intelligent asset management solutions at Highways UK 2025**

*Brightly Software, a Siemens company, returns to Highways UK, from 15 to 16 October 2025, at the NEC, Birmingham, on Stand E19, where it will demonstrate how it can help customers at all stages of their asset management journey.*

At the event, Brightly Software, will demonstrate how, through its smart asset management solutions, it can support its customers with asset investment planning, using its three-stage approach: Foundational, Insightful and Smart.

Central to Brightly Software’s asset management portfolio is its Confirm solution. Confirm provides a cost-effective way for customers to use data to make informed decisions and increase value through proactive asset management. Providing a central source of truth that holds details of all local authorities’ assets, Confirm supplies a clear picture of their assets, resulting in smarter decisions, more informed conversations, better planning and increased budget transparency.

Brightly Software will also showcase Predictor, a solution which models long-term funding and service scenarios. Local authorities are constantly faced with challenges to maximise financial resources. However, with Predictor, organisations can stop and think about where best to spend their money and therefore make informed decisions based on real-time data for budget forecasting and future investment.

Hannah Winstanley, General Manager and Country Lead UK at Brightly Software, comments: “We’re delighted to be exhibiting, once again, at Highways UK. It’s a key event in our calendar as it champions the latest innovation and collaboration within the industry. At Brightly, we’re committed to building smarter, more sustainable communities through intelligently managing all assets within a councils’ remit whilst helping our customers and partners on their journey to successful asset investment planning. Highways UK is a great place to showcase our solutions and expertise for this.”

**FLARE Networking Event**

At Highways UK, Hannah Winstanley will lead a Networking Event as part of Brightly Software’s FLARE group, which is a free DEI group for women who work in local authorities’ highways departments.

The networking session is designed to empower and connect women across the highways sector and will provide a dedicated space during the exhibition for professionals to share their experiences, discuss challenges and celebrate their successes. Whether women are looking to expand their professional network, find mentorship or connect with like-minded individuals, this unique event will be inspiring and beneficial – and will provide an example of what FLARE sessions offer women in the highways industry.

Winstanley comments on the session: “We’re thrilled to be hosting a FLARE networking event at the exhibition. It will provide women in the industry a great opportunity to meet with others working in highways departments, where they can share experiences on common challenges they may be facing in their day-to-day working environments.”

Visitors to Highways UK can meet with the Brightly Software team to learn more about its intelligent asset management solutions on stand E19. The FLARE networking session will take place on Thursday 16th October at 1pm in the Local / Regional Government Hub.

For more information on Brightly Software, visit: [www.brightlysoftware.com/en-gb](http://www.brightlysoftware.com/en-gb)

For more information on FLARE, visit: [www.flarehighwaysgroup.co.uk/](http://www.flarehighwaysgroup.co.uk/)

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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](http://www.brightlysoftware.com/).

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