23 September 2025

**Brightly Software to exhibit at Strictly Highways 2025 as Official Networking Partner**

Brightly Software, a Siemens company, will be exhibiting at the upcoming Strictly Highways conference and networking event, from 30September to 2October 2025, at Winter Gardens in Blackpool, on Stand 44.

The event, which brings together the UK highways community, is an opportunity for visitors to learn about new innovations, share experiences and hear from industry experts.

At the event, Brightly Software will showcase its portfolio of intelligent asset management solutions including **Confirm**, a cloud-based enterprise asset management platform designed for local authorities to manage public infrastructure such as highways.

Brightly Software will also demonstrate **Predictor,** its asset lifecycle prediction and capital planning solution, which works in conjunction with Confirm. The software allows local authorities to model future scenarios, forecast asset conditions and plan capital investments with greater precision.

Hannah Winstanley, General Manager & Country Lead UK, comments: “Brightly is a longstanding supporter of Strictly Highways, as it provides an essential space for industry leaders to bridge the gap between physical infrastructure and digital innovation. Our involvement in this event has been extremely valuable; it not only showcases the latest developments in the highways sector but also gives us the opportunity to recognise and celebrate shared achievements.”

Brightly Software is also confirmed as Strictly Highways’ Official Networking Partner. Commenting on the partnership, Winstanley says: “We are extremely excited to be the Official Networking Sponsor for this event, as it brings together the entire highways community to celebrate innovation and collaboration. This event is significant for us, as it aligns perfectly with our mission to drive smarter, more sustainable communities through intelligent asset management solutions. By supporting this event, we are fostering connections and sharing knowledge that will help advance the infrastructure sector, ultimately contributing to a brighter, more efficient future for all.”

Visitors to Strictly Highways 2025 can visit the Brightly Software team during the networking sessions on Tuesday 30th September and on Stand 44 to discuss, and see in-person, its portfolio of asset management solutions.

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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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