



Why Strategic Asset Management?



Optimise Capital Expenditure

Optimise or reduce capital and maintenance expenditure while achieving the best possible asset service level and condition outcomes.



Compare Capex Scenarios

Make informed decisions about capital investment using “What-If?” scenario modelling tools.



Extend Asset Lives

Extend asset lives and reduce asset degradation rates by optimising renewal and maintenance activities.



Collaborate with Experts

Work with specialists in Ports Asset Management and life-cycle optimisation. We are members of Ports Australia and contribute widely to Asset Management Industry topics.



Manage Risk

Ensure that the candidate capital works are the most important to the organisations network, thereby mitigating the risk. Utilise likelihood, and consequence, to provide a ranking of risks based on their probability and impact.



Predict Asset Condition

Predict the rate of decline in service level and condition of assets using industry-specific algorithms.



Enable Condition Data

Leverage your investment in WSCAM data and use the Brightly process to identify a targeted, prioritised data improvement roadmap.



Simplify Complex Outcomes

Powerfully communicate complex engineering capital programs to your Board using simple visualisations via GIS or BI integration.



Evidence-based Capital Planning

Justify asset investment decisions with line-of-sight linkage from individual asset or components to high-level corporate objectives.



Plan Projects Efficiently

Plan your capital projects more efficiently by optimising future works by Time and Place, using Brightly’s unique and innovative Work Planner project packaging software.



The outcomes of our work with Brightly have enabled us to achieve some important high level business objectives. We have various works program scenarios and what-if analyses considering asset condition, criticality, degradation and location. By using Brightly to optimise our asset management strategies we’re confident we can reach the right balance between cost, risk and performance across our network, which ultimately benefits our customers in the long run.

Grant Burton Deputy Executive Director
Asset Management, Sydney Trains

Overall Condition Score by Year

Location	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
Conveyor Structure A											
Conveyor Belt	3.00	3.00	4.00	4.00	4.00	1.00	2.00	3.00	3.00	4.00	4.00
Conveyor Structure	3.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	3.00	3.00	5.00
Conveyor Tension Arrangement	3.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	1.00	1.00	2.00
Conveyor Tramp Metal Detector	2.00	3.00	3.00	3.00	3.00	1.00	1.00	2.00	3.00	3.00	3.00
Conveyor Weighing Unit	2.00	3.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	1.00	1.00
Drive Assembly	3.00	4.00	4.00	4.00	4.00	1.00	1.00	2.00	3.00	3.00	3.00
Gallery Structure	2.00	3.00	3.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00
Pulley	4.00	4.63	5.25	4.25	1.63	2.13	2.88	3.13	3.25	3.63	4.00
Skirting Arrangement	3.00	3.00	3.00	3.00	3.00	1.00	1.00	2.00	2.00	3.00	3.00

Powerful, customised BI dashboards display the data you need in a format appropriate for all stakeholders

Tell your story

In today's corporate world, it is now essential to explain the consequences of future infrastructure decision making to non-asset management Executives. Brightly's out-of-the-box integration with powerful visualisation tools such as Esri ArcGIS and Microsoft PowerBI enable you to explain these infrastructure modelling options in a language easily understood by all.

It's not about detailed engineering debates, it's about how you tell the story.

“ Flinders Ports needed to improve corporate confidence in its long-term Capital Works Programs, so engaged Brightly to undertake long-term asset lifecycle modelling for three asset classes – Navigation Aids, Marine Structures and Straddle Carriers. The outcomes to date – particularly the integrity of the modelling science and the powerful visualisation dashboards – have provided us confidence in the approach and as a result we've now expanded the program across further additional asset classes. Importantly we now also have a clear understanding of the data required to improve our decision making.

Lee Kolokas Assets & Engineering Manager Flinders Ports

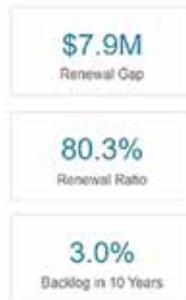
Our Asset Story



Health Check



Where We Want to Be



What Level of Service Can We Provide?



Visualise and share the consequences of various asset investment strategies

About Brightly

Brightly (formerly known as Assetic), the global leader in intelligent asset management solutions, enables organisations to transform the performance of their assets. We are a specialist consulting company whose core business is Asset Management advisory and software, servicing over 180 clients in Australia since 2006. Our award-winning software solutions are applicable to the Ports, Government, Transport, Health, Education and Utilities sectors, and in doing so we also provide deep Asset Class strategy guidance to our clients.