



The AI That Really Matters

How Brightly Software is Turning **Artificial Intelligence into Actionable Insights** You Can Use

Brightly

A Siemens Company



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AI doesn't create value. The data behind it does.

Most AI investments (95%) fail to deliver value.¹ Not because the technology doesn't work, but because it often isn't built to solve a critical problem: improving the data that organizations rely on. Disconnected systems, incomplete asset data, and manual processes create gaps that prevent AI from doing its job. Brightly Software's approach is different — we've built AI and data-driven capabilities that actually work and turn your artificial intelligence into actionable insights you can use.

Actionable insights are the AI you really need

While the majority of organizations see the value of artificial intelligence, the real AI that makes a difference isn't artificial. It's actionable insight. Investing in tools that help you collect and connect data allows you to turn information into valuable insights your team can use in the moment. That means more valuable "wrench time" for technicians and less time spent looking for parts, repeating work, or reacting to new issues.

AI is rising fast. The results are not.

56%

Of companies today say they are **integrating AI capabilities** into their workflows in some capacity.²

69%

Of asset managers say they **view AI as a "requirement"** for the success of future initiatives.³

95%

Of AI investments **fail to deliver** a meaningful ROI.³

¹ MIT Says 95% Of Enterprise AI Fail- Here's What The 5% Are Doing Right

^{2,3} 2026 Asset Lifecycle Report | Brightly

Accelerating Your AI Flywheel

With the right foundation and AI capabilities in place, you can create a continuous cycle where your data provides more context; that context creates actionable insights, and those insights simplify and improve decisions. All of this leads to increased productivity for your technicians and more resilient assets.

We call this system the **AI Flywheel**.



AI & data-driven capabilities that work for you

Brightly's AI & data-driven capabilities connect assets, teams, and systems to fuel a robust AI Flywheel that collects, enriches, and connects data throughout your entire digital ecosystem, to ensure your time and capital investments deliver maximum value.

Data Share

Get automated, near real-time access to clean, structured CMMS datasets, so your team can spend less time preparing reports and more time uncovering actionable insights and supporting budget requests.

AI Functionality

Brightly's new AI capabilities are built to help where it matters most. Automate removal of duplicate work orders and get rapid, automated work order summaries with actionable insights into potential causes for an error, recommended diagnostic steps, safety notes, and more.

Data Enrichment

Turn basic asset information into a powerful, actionable knowledge base to give technicians instant access to critical data faster — so they spend less time looking for what they need and more time getting the job done.

Integrations

Create a digital fabric of integrations between your related systems to eliminate data silos, improve data access, and reduce manual effort so your teams can work faster, smarter, and without roadblocks.