

How Brightly can help you leverage data as the ultimate tool

A core issue facing public infrastructure leaders is using revenue budgets as effectively as possible. With tangible access to data and the ability to actionably use those insights, you can solve your biggest challenges.

Trend 1 Rising energy costs

In the UK, rising energy costs are one of the top trends impacting public infrastructure leaders and asset managers—not to mention nearly everywhere else.

From January 2022 to January 2023:



129%
increase in domestic gas prices

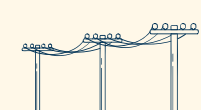


67%
increase in electricity prices¹



Contributing to highest food price increase in **45 years²**

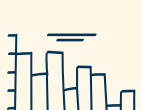
How can asset managers approach rising energy costs? With data!



Identify energy inefficiencies



Prioritise energy-saving projects



Monitor energy usage



Predict future energy costs



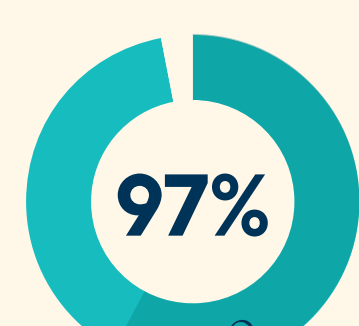
Optimise energy expenditure

Trend 2 Digital transformation and electrification of fleets

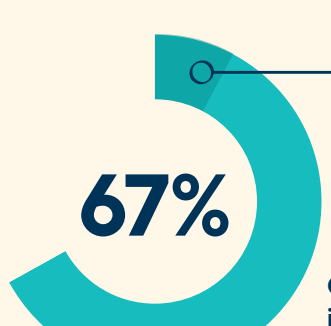
For public infrastructure, digital transformation is the integrating of digital technologies into the infrastructure systems of cities, governments, and public organisations.

How will the UK achieve digital transformation? With data!

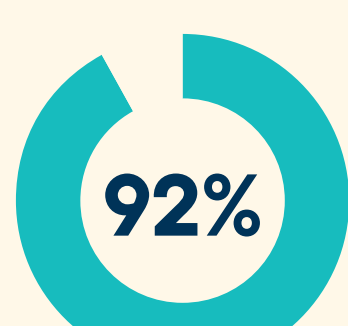
It starts with digital infrastructure:



Broadband coverage today



of UK premises can now access gigabit-capable broadband today



of UK landmass covered by a strong 4G signal⁴

And grows through investments and education:

£8 billion

HM Treasury's 2021 Spending Review commitment to invest in digital, data and technology transformation by 2025⁵

37%

proportion of government digital, data and technology recruitment campaigns⁶

678,000

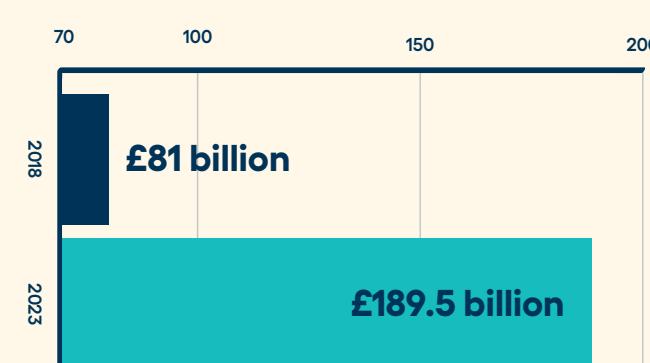
jobs to be created by 2025⁷

Trend 3 Internet of Things (IoT) and connected communities

Information is everywhere and helps make informed decisions about urban planning, resource management, and public safety.

And it's a hit:

Globally, technology spending on smart city initiatives has doubled from 2018 to 2023¹⁰:



Smart cities rely on the collection and analysis of large amounts of data from:

- ⚠️ Sensors
- 📱 Mobile devices
- 📷 Social media platforms

Data helps cities save money and run smoothly

Proof is in the pudding:

The **City of Edinburgh** consolidated asset management to

→ 90% reduction of repair backlogs¹¹

→ A "conservative six figures" in savings¹²

Trend 4 Supply chain-driven cost increases

When bottlenecks or delays hit the global supply chain, public infrastructure leaders feel the backlash in their revenue budgets.

Economically speaking, no one is safe from supply-chain disruptions:



£112.7 billion

amount in lost GDP to European economies due to COVID-19-related issues 2021¹³



\$100 per barrel

On 24 February 2022, oil prices went above the highest level since 2014¹⁴



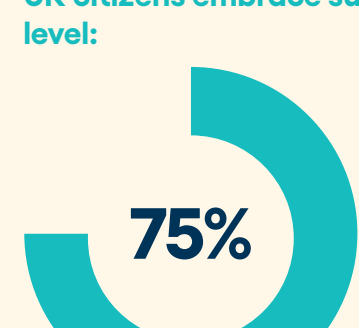
0.3%

UK economy forecast to shrink in 2023¹⁵

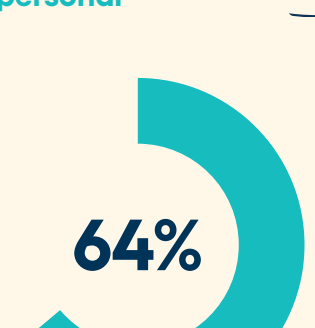
Trend 5 Sustainability

Forward-looking public infrastructure leaders with an eye on Net Zero targets know that sustainability is how we're all going to get there, together.

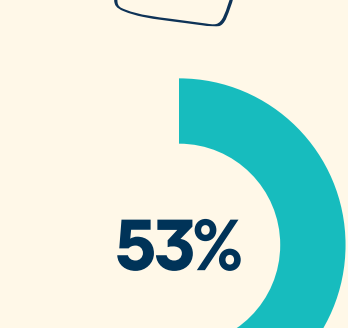
UK citizens embrace sustainability on a personal level:



Recycle and compost waste¹⁶



limit single-use plastics¹⁷



repair instead of replace an item¹⁸

And public infrastructure leaders are trying too:

The UK example



44%

decrease in emissions since 1990¹⁹



1st

major economy to pass laws committing to net zero carbon emissions by 2050²⁰

Data is the answer for supporting sustainability efforts

Leaders can track and benchmark:

- Reducing carbon emissions
- Increasing energy efficiency
- Reducing waste

What tools can maximise community resources?

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- Asset management software
- Energy management software
- Asset lifecycle prediction modeling
- Capital planning software

Sources

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