

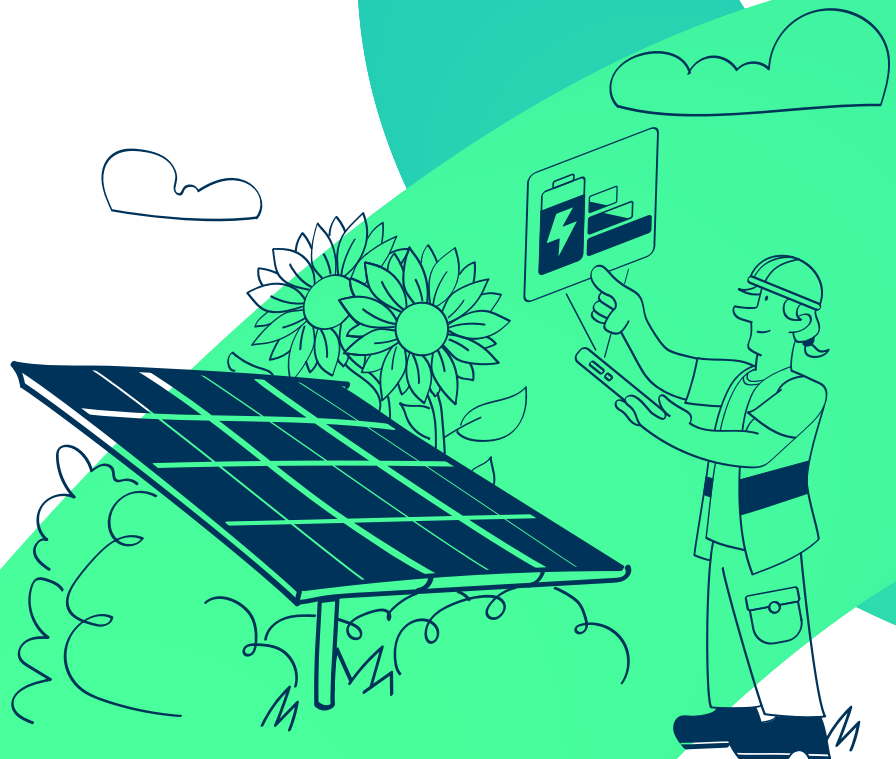
# What is Asset Investment Planning?



Keeping businesses and communities operating at their maximum potential goes beyond just day-to-day maintenance. Finance and operations leaders constantly face limited budgets, insufficient resources, and aging equipment and infrastructure, all while dealing with increased pressure to maximize the efficiency, profitability, and lifespans of their current assets.

While finding a balance between these conflicting scenarios is challenging, what really matters is gathering and leveraging data to build plans and budgets that support necessary improvements. Without the right systems in place though, this can seem impossible.

That's why more leaders are turning to **Asset Investment Planning (AIP)** to maximize their funding by using asset and facilities data to prioritize capital investments, strengthen financial reporting, enhance compliance, and improve profitability. By supporting smarter, data-driven decision-making, AIP creates a clear, long-term financial plan and provides more clarity to key stakeholders, both in and outside of an organization.



## Successful AIP starts with accurate data

Successful AIP starts with collecting and centralizing data into a repository or asset registry. Having a single “source of truth” for physical asset data helps provide a better overall view on asset health across an entire organization.

When initial information is updated with new asset data collected over time, through maintenance work orders, it creates a more detailed picture of an asset’s current condition and its expected useful life. That’s where having a computerized maintenance management system (CMMS) comes into play.

A strong CMMS is the foundation of AIP because it gathers and organizes the asset information that is necessary for financial leaders to make smarter funding decisions. Some of the functionalities of a good CMMS include:



**Intake and cataloging of problems relating to individual assets.**



**Mobile functionality, allowing teams to update real-time asset information from anywhere at anytime.**



**Comprehensive work order management (including creation, assignment, completion, and reporting of maintenance actions taken for a unique asset).**



**Scheduling of personnel needed to repair the assets.**



**Inventory management of necessary parts for asset repairs.**

Through continuous monitoring and analysis over time, a strong CMMS can even help influence changes to your AIP strategy, ensuring decisions remain adaptive and efficient over time to continually drive optimal results.

## Shifting from a reactive to a proactive approach

With data gathered from a CMMS, organizations can more accurately analyze the condition and criticality of their assets to not only understand current performance, but to anticipate long-term needs and make proactive investment decisions to prevent unexpected downtime or costly breakdowns before they occur.

This is possible because AIP software allows financial leaders to run multiple funding scenarios based on a wide range of distinct factors, including asset types, current asset health, changes to expected useful life, regulatory requirements, and budgetary constraints. As opposed to a “fix it when it breaks” mentality, AIP allows organizations of all types to get ahead of potential challenges to maximize the lifespan of their assets and get the most out of capital planning decisions.



## So, who is AIP for?

AIP empowers leaders across a wide range of industries and sectors to shift from a reactionary approach to complex challenges to anticipating operational needs before they arise and making evidence-based investment decisions that drive more sustainable growth for their organization.

AIP is a worthwhile activity for any organization that manages a complex asset portfolio and is in search of a way to optimize their investments and maximize the long-term value and efficiency of their assets. Below, we've highlighted four key industries where AIP provides significant value and data-driven insights to improve strategic planning:



### Simplified data collection

Eliminate the need to repeatedly visit facilities in-person to assess the age, maintenance history, and potential issues of your assets.



### Improved documentation

Establish a historical database for assets, prioritize preventative maintenance, and plan updates and replacements, all while helping to extend the life of the existing systems.



### Enhanced prioritization

Prioritize and justify funding to optimize resources and address sustainability and safety initiatives by transparently showcasing associated costs and ROIs.





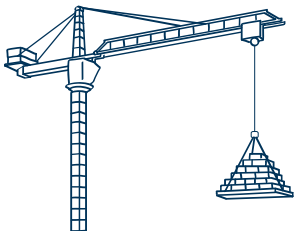
## How AIP supports your organizational goals

AIP is an important strategy for any organization that manages a complex asset portfolio and is in search of a way to optimize their investments and maximize the long-term value and efficiency of their assets. Below, we've highlighted four key industries where AIP provides significant value and data-driven insights to improve capital planning:

### How AIP supports government leaders

AIP is an incredibly valuable tool for government leaders whose primary concern is ensuring the safety and stability of their community. Investing in public facilities, services, and infrastructure to meet public needs is crucial, but doing so while facing tight budget constraints and increasing regulatory requirements can be a challenge.

By leveraging data-driven insights to inform asset investment decisions, City Managers, Public Works Directors, and Facilities Teams can better protect their assets throughout the entirety of their lifecycle. Other AIP benefits for government leaders include:



#### Prioritizing infrastructure projects

By identifying high-priority projects like road repairs, bridge maintenance, and utility upgrades, AIP ensures that investments address pressing infrastructure challenges and enhance public safety and mobility.



#### Financial forecasting

AIP helps forecast current and future capital expenditures, through multiple budget scenarios, to help local government leaders make the most impactful decisions around resource allocation, debt financing, and revenue generation.



#### Optimized asset management

Through predictive and preventive maintenance, and with asset condition monitoring workflows in place, AIP helps government leaders significantly increase their asset reliability and uptime.



## How AIP supports education leaders

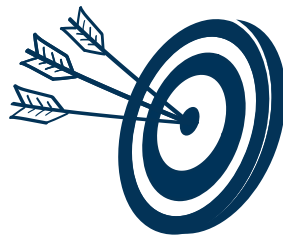
For CFOs, Superintendents, Facilities Directors, and Energy Managers of schools and other educational institutions, propelling students toward success -- in safe and effective learning environments -- is a top priority.

However, limited budgets mean education leaders without an asset management solution are often forced to wait until something breaks, hope it is reported promptly, and lean on technicians to find the necessary parts or tools needed to fix the problem. With AIP, these teams can implement preventative maintenance analyses and workflows to schedule services before an asset fails. Other key benefits include:



### Identifying the most critical assets

AIP enables schools to identify the assets most critical for delivering quality education and prioritizes investments in those assets to ensure learning environments are optimized for both students and educators.



### Aligning investments with organizational goals

Whether it's enhancing STEM facilities, upgrading technology infrastructure, or improving accessibility for students with disabilities, AIP helps schools make more diverse and impactful investments that support their overall mission.



### Improving financial transparency

Through documenting asset conditions, maintenance schedules, and investment plans, education leaders can promote better transparency of financial decisions and consistently ensure regulatory compliance.



## How AIP supports manufacturing leaders

A 2023 Siemens report found that the cost of downtime for manufacturing organizations has increased by nearly \$1.5 trillion over the past two years. This rise in costs means that now, more than ever, Facilities Directors and Financial Executives must prioritize approaches that future-proof their operational, production, and facility assets to reduce unplanned downtime and ensure long-term success.

AIP supports these efforts by using historical data and general usage patterns to schedule maintenance activities for key assets during pre-planned periods of downtime. This minimizes the risk of unexpected shutdowns and reduces overall waste in the production process. Additional ways that AIP helps manufacturing organizations include:



### Increasing production efficiency

AIP enables leaders to leverage data analytics and predictive modeling to identify bottlenecks, inefficiencies, and opportunities for optimization within their production workflows.



### Simplifying capital planning

By forecasting future capital expenditures, manufacturing leaders can make smarter, data-driven decisions around asset replacements, upgrades, and expansions, ensuring that investments are fully aligned with company objectives and financial goals.



### Minimizing disruptions

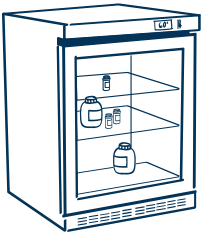
By conducting risk assessments with the help of AIP software, manufacturers can anticipate equipment failures or potential supply chain issues to develop contingency plans that minimize disruptions to their production schedules and distribution.



## How AIP supports healthcare leaders

In the world of healthcare, maintaining safe and compliant facilities for patients, staff, and visitors alike requires extensive focus on even the smallest details. Healthcare administrators, facilities leaders, and financial executives are tasked with preserving thousands of assets – many lifesaving -- by finding ways to extend their usage life for as long as possible, while simultaneously exploring additional long-term capital and operational investment opportunities.

Trying to plan for today, tomorrow, and the future can be exhaustive. But that's exactly where AIP software can help, by supporting healthcare leaders in:



### Ensuring equipment reliability

AIP helps healthcare organizations maintain the reliability and availability of medical equipment by analyzing usage data to prioritize necessary investments in preventive maintenance, equipment upgrades, and replacements.



### Improving financial performance

By identifying cost-effective maintenance solutions and minimizing unnecessary expenditures, healthcare leaders can reduce operational costs to improve financial outcomes while still maintaining high standards of patient care.



### Optimizing facility management and compliance

By using AIP to identify crucial facility needs and prioritizing investments based on patient care priorities, healthcare organizations can mitigate regulatory risks and maintain compliance with industry guidelines and general standards.

## Experience the power of AIP with Brightly

Whether you are looking for ways to predict or improve the long-term health of your assets, mitigate downtime risks, plan and execute capital projects, or give new life to your facility and infrastructure, Brightly's collection of Asset Investment Planning resources can support you every step of the way.

Brightly's AIP solutions enable you to gain clarity and substantiate your funding needs, while also enhancing outcomes for any of your assets in both the short and long run. With easy-to-use dashboards, you can turn information into insights for enhanced decision-making and proactive preventive maintenance strategies.

By shifting to a long-term perspective, you can unlock the full potential of your organization's assets while minimizing operational costs and risks, meaning greater efficiency, reliability, and sustainability—benefits that will lead to more substantial outcomes for your organization for the years to come.

Interested in learning more about Brightly's AIP solutions? [Read more here](#) or [schedule a call with an AIP expert today](#).





## About Brightly Software

Brightly, a Siemens company, is the global leader in intelligent asset management solutions, enables organizations to transform the performance of their assets. Brightly's sophisticated cloud-based platform leverages more than 20 years of data to deliver predictive insights that help users through the key phases of the entire asset lifecycle. More than 12,000 clients of every size worldwide depend on Brightly's complete suite of intuitive software – including CMMS, EAM, Strategic Asset Management, IoT Remote Monitoring, Sustainability and Community Engagement. Paired with award-winning training, support and consulting services, Brightly helps light the way to a bright future with smarter assets and sustainable communities. For more information, visit [brightlysoftware.com](https://brightlysoftware.com)

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