



Client Success story

ASM Global Leverages Brightly's Asset Essentials Enterprise to Manage a Global Portfolio of Facilities

Client

ASM Global

Vitals

Leading venue management company and producer of live event experiences with:

- More than 350 worldwide venues, including convention centers, stadiums, arenas and theaters.
- 134 venues using Asset Essentials Enterprise, and the number is growing
- Global operations staff of five, and a network of regional directors of operations around the world

Background

With more than 350 venues worldwide under management, ASM Global needed an enterprise-level facility operations software that would allow for an unlimited number of users. The organization has used a number of different facilities management software products over the years, but Brightly's Asset Essentials Enterprise is the one that works to accomplish ASM Global's goals.

Results

After the transition to Brightly's Asset Essentials, ASM Global has been able to:

- Achieve contract compliance and provide clients with detailed reports of ongoing and planned maintenance
- Easily scale up usage to new facilities and an unlimited number of users
- Onboard new facilities in a streamlined, simplified way
- Access ongoing training and support to ensure user adoption and more meaningful, efficient use of the software

Contract Compliance

Managing hundreds of sprawling venues around the world requires contractual obligations for keeping each of those venues in top working order. For ASM Global, Asset Essentials Enterprise (AEE) makes it easy to track and report on contract compliance.

“When we manage a venue, we’re contractually responsible for maintaining the assets,” says Kirk Patton, director of operations at ASM Global. “With AEE, we’re able to build out a preventive maintenance schedule, track unscheduled maintenance, and show due diligence to the client of all the routine work that’s being performed on the venue.”

Looking ahead, ASM Global plans to use AEE to help merge maintenance budgeting with capital improvement planning. “We’d like to further use lifecycle analysis to help us with planning for future capital improvements,” Patton says.

Scalability

ASM Global regularly adds new venues to its portfolio, and no two venues are the same. “Sometimes they’re brand-new buildings that have been constructed recently, and sometimes they might be older theaters constructed in the 1950s or 1960s,” Patton says. “We have a variety of venue types, ages and sizes, and they host different types of entertainment, such as NFL, theater, racing, and hockey. The best thing about Asset Essentials is that it’s scalable to any type of venue.”

Because the AEE platform allows for scalability to different types of facilities, ASM Global can quickly get a new venue up and running. With just a few clicks, operations professionals can build out preventive maintenance schedules for the assets that are appropriate for the type of facility.

“As we gain expertise and build up more and more data in the platform, we’re able to leverage that knowledge and data as we continue to grow,” Patton says.

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Kirk Patton
Director of Operations, ASM Global

Ongoing Partnership

Large venue management companies typically experience staff turnover, which often results in a gradual departure from user adoption of software. “With a lot of new venues that come into our portfolio, we see that they got to a certain point with their legacy systems and then adoption stopped,” Patton says. “It’s because they don’t have the support and training to keep current, especially when staff turnover occurs.”

Conversely, Patton says he and his team regularly benefit from ongoing support, training and “constant upgrades” from Brightly. “Having a platform that’s backed by a supportive client success team has been tremendous. Asset Essentials is all about implementation and adoption. It’s easy for new users to get up to speed, and the learning is transferable.”

In addition to a responsive customer success team, Patton says his team also benefits from regular Brightly Briefs emails that provide relevant, useful tips and information, as well as links to additional Brightly resources from the AEE dashboard.

“Because AEE is scalable to any size venue and it’s backed by technical support and product support, I firmly believe we will continue to have good user adoption and keep meeting our operations goals,” Patton says.

Learn more: brightlysoftware.com

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