

TO: AEPA

SUBJECT: Catalog Update

DATE: November 11, 2025

BRIGHTLY
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SUMMARY

Brightly is updating the catalog pricing associated with AEPA Contract #024-D for Facility Management Software effective November 17, 2025.

Brightly will be implementing an average **subscription price increase of 3%** across our product portfolio for 2026. This adjustment is primarily based on the current Consumer Price Index (CPI) and reflects broader economic trends impacting production and operational costs.

We understand the importance of budget predictability for our education and government customers. Accordingly, **some products will not receive a price increase**, while others may see a **slightly higher adjustment of up to 5%**. These exceptions are based on several key factors, including:

- **Innovation and investment** in new capabilities functionality
- **Security, compliance, and regulatory updates**
- **Current market conditions**
- **Labor and operational cost increases**

Our goal is to ensure continued value, reliability, and performance while maintaining transparency in our pricing practices.

To better align with local tax policies for your members, we have renamed several professional service offerings as follows.

- **Implementation** renamed to **QuickStart**
- **Implementation with Consulting** renamed to **Implementation**

With this renaming we have removed the QuickStart designation on the Purchasing Information sheet and professional services remain in the "BSW Services" section.

The following new products have been added to the price book:

- **Data Share** product line
- **Dynamic Data** product line
- **Transportation Manager** in the education market
- **Confirm** product line for the government market

Brightly may continue to honor quotes that are issued on or before that date until August 31, 2026.

In addition, promotional pricing is available through December 31, 2026, pursuant to the 2026 Promotional Pricing below.



2026 Promotional Pricing

- To help our clients manage the transition from older Brightly products (renewal and legacy tabs in price book) to more robust go-forward products, we may offer promotional pricing that discounts pricing for software in earlier years of contracts. This will allow clients the time to budget for subscriptions that may be higher in cost than their current subscriptions they are replacing.
- Clients purchasing new software products from Brightly may be eligible for up to an additional 35% off their first services term.
- Clients may be eligible for additional discounts on one-time and managed services related to a subscriber's new or existing products.