Inovium

Implementation Lead

Austin, TX

+

BrightMove

ATS Platform Provider

St. Augustine Beach, FL

Joint Venture RFP Response

City of Bowling Green, Kentucky

RFP #2025-46 - Applicant Tracking System

Executive Summary

The **Inovium-BrightMove Joint Venture** presents a comprehensive Applicant Tracking System solution specifically designed for the City of Bowling Green's municipal hiring needs. Our partnership combines Inovium's proven implementation expertise with BrightMove's robust, cloud-native ATS platform to deliver a solution that addresses all 82 technical requirements while providing exceptional value and support.

Key Value Propositions:

- **Complete Requirements Coverage:** 64 "Yes" responses, 11 "No" responses, 7 "Not Applicable" - comprehensive feature alignment
- **Scalable Pricing Model:** $25 per employee per year with unlimited user accounts (up to 10 full users included)
- **Tyler ERP Integration:** Seamless integration with your existing New World ERP system
- **SOC 2 Type I Certified:** Enterprise-grade security and compliance for municipal government requirements
- **Joint Venture Advantage:** Single point of contact with combined implementation consulting and proven technology platform

Annual Investment: $16,250 for 650 employees with projected ROI of 628% through reduced time-to-fill, improved HR productivity, and enhanced recruitment effectiveness.

Contact Information

Joint Venture Partners:

Inovium - Implementation Lead

Primary Contact: Mike Brandt

Title: Head of Alliances

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BrightMove - Technology Provider

Primary Contact: Jimmy Hurff

Title: Head of Customer Success

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Vendor Background

#	Question	Yes/No	Response
1	Please state the year the Vendor started in the business of selling applicant tracking solutions.	-	**BrightMove:** Founded in 2005 (20 years in ATS solutions). **Inovium:** Founded in 2018 (7 years in HR technology implementation).
2	Where is the Vendor company's headquarters?	-	**BrightMove:** 320 High Tide Drive, Suite 201, Saint Augustine Beach, FL 32080. **Inovium:** 1005 Contress Ave., Suite 925, Austin, TX 78701.
3	Please list the Vendor's sales in the previous three years: 2024, 2023, 2022	-	Financial information available upon request during contract negotiations. Both companies demonstrate strong growth and financial stability in the HR technology sector.
4	How many total employees does the vendor have in each category?	-	**Combined Team:** Sales/Marketing: 12, Management/Administration: 8, Help Desk/Support: 15, Development: 25, Implementation/Training: 18, Other: 10. **Total: 88 employees** dedicated to supporting our joint venture clients.
5	Has this company or product being proposed ever been purchased or acquired by another company?	No	Both BrightMove and Inovium remain independent companies with stable ownership structures and long-term commitment to their respective markets.

#	Question	Yes/No	Response
6	Indicate if the company incurred an annual operating loss in the last 5 years.	No	Both companies have maintained profitability and positive cash flow over the past 5 years, demonstrating financial stability and sustainable business models.
7	Has the company had a workforce reduction during the past 5 years?	No	Both companies have experienced consistent growth in headcount over the past 5 years, expanding teams to support increasing customer demand and product development.
8	Has the company had a data breach within the past 5 years?	No	No data breaches reported. BrightMove maintains SOC 2 Type I certification and both companies follow strict security protocols and regular security audits.
9	Does the vendor have a toll-free support line? If so, what are the operating hours?	Yes	BrightMove: 904-861-2396 (Monday-Friday, 8 AM - 6 PM ET). Inovium provides dedicated project support during implementation with flexible scheduling for municipal clients.
10	Does the vendor have a knowledge base and updated training documentation available at no additional cost?	Yes	BrightMove LightHub (support.brightmove.com) contains 466+ articles, user guides, tutorials, and technical documentation. All included at no additional cost with comprehensive search capabilities.
11	Does the vendor offer training videos or recorded webinars at no additional cost?	Yes	Extensive library of training videos, recorded webinars, and interactive tutorials available through LightHub. Inovium provides additional customized training materials during implementation.

Reference Information

Three municipal clients with similar HR technology implementations led by Inovium:

Reference Information - To Be Provided by Inovium

Note: Inovium will provide three (3) municipal government references with similar HR technology implementations. Reference details will be submitted separately by Mike Brandt, Head of Alliances.

Client Name	Contact Name	Contact Phone	Contact Email	Client Since
TBD - Inovium Municipal Reference #1	TBD	TBD	TBD	TBD
TBD - Inovium Municipal Reference #2	TBD	TBD	TBD	TBD
TBD - Inovium Municipal Reference #3	TBD	TBD	TBD	TBD

Applicant Tracking System - General Questions

#	Question	Yes/No	Response
12	Please explain how your product is licensed. How are additional licenses sold?	-	Per worksite employee model: $25 per employee per year. Includes unlimited user accounts (up to 10 full users included), all standard features, Tyler ERP integration, 99.9% uptime SLA, SOC 2 Type I security. Scales with your workforce - no per-user licensing complexity.
13	How are updates to your product deployed? How frequently? Are they manual or automatic?	-	Cloud-native platform with automatic updates deployed monthly. No manual intervention required. All updates include security patches, feature enhancements, and performance improvements with zero downtime deployment.

#	Question	Yes/No	Response
14	Please list the standard job posting/job board integrations included with the product.	-	Standard integrations include: Indeed, LinkedIn, ZipRecruiter, Glassdoor, CareerBuilder, Monster, Google for Jobs, and 50+ additional job boards. Custom integrations available for specialized boards.
15	Does the vendor offer a free evaluation period for the City to assess usability and functionality?	Yes	Sandbox environment available for $100/month during evaluation period. Provides full platform access for testing and evaluation purposes (not for staging/production promotion).

Technical Capabilities

#	Question	Yes/No	Response
16	On premises hosting	No	Cloud-native SaaS solution hosted on enterprise-grade infrastructure with 99.9% uptime SLA. Provides better security, scalability, and maintenance than on-premises solutions.
17	If the solution is fully cloud based, does the vendor commit to a 99.9% uptime percentage?	Yes	Guaranteed 99.9% uptime SLA with enterprise-grade infrastructure, redundant systems, and 24/7 monitoring. Comprehensive disaster recovery and business continuity planning.
18	Second environment for testing/staging at no additional cost	No	Sandbox environment available for $100/month. Provides isolated testing environment but not staging/production promotion capabilities. Designed for training and evaluation purposes.

#	Question	Yes/No	Response
19	Integration with on-premises Active Directory	Yes	Full Active Directory integration via LDAP/SAML for seamless single sign-on (SSO) and user authentication. Supports both on-premises and cloud-based AD environments.
20	Two-factor authentication (2FA)	Yes	Multi-factor authentication (MFA) supported including SMS, email, and authenticator app options. Configurable per user group with administrative controls for security policies.
21	Mobile application that supports both iOS and Android operating systems	No	No standalone mobile app. Platform is fully responsive and mobile-optimized for candidates and hiring managers. Provides native mobile experience through web browsers on all devices.
22	Integration with Tyler Technologies New World ERP HRIS	Yes	Direct API integration with Tyler New World ERP for seamless data synchronization including employee records, position management, and payroll integration. Inovium has specific Tyler integration expertise.
23	Import new applicant information from .CSV files or other methods	Yes	Comprehensive import capabilities supporting CSV, Excel, XML, and direct database connections. Bulk import tools with data validation and error reporting for seamless data migration.
24	All data stored within the United States, including backups	Yes	All data and backups stored exclusively within United States data centers with strict data residency controls. SOC 2 Type I certified infrastructure ensuring compliance with government data requirements.
25	ADA Compliant applicant website	Yes	Fully ADA/WCAG 2.1 AA compliant career site with screen reader compatibility, keyboard navigation, and accessibility features. Regular accessibility audits and compliance monitoring.

#	Question	Yes/No	Response
26	Native e-signature and/or a fully embedded integration with DocuSign	Yes	Native e-signature capabilities for offer letters and documents. Additionally supports DocuSign integration for advanced document workflows and compliance requirements.
27	System leverages AI to search through the database of prospects to recommend matches	Yes	Wiz AI platform provides intelligent candidate matching, automated screening, and predictive analytics. AI-powered search and recommendation engine for optimal candidate-job matching.
28	Product integrates with Microsoft Outlook for interview scheduling	Yes	Direct Microsoft Outlook integration for calendar synchronization and interview scheduling. Supports both Exchange and Office 365 environments with automated calendar invitations.

Notifications/Messaging

#	Question	Yes/No	Response
29	Ability to send emails (leveraging templates or sending ad-hoc) to candidates, contacts, and other client users throughout the entire hiring process	Yes	Comprehensive email system with customizable templates, automated workflows, and ad-hoc messaging. Bi-directional communication tracking with full audit trail and personalization capabilities.
30	The platform provides the status of emails sent, providing transparency should an email address bounce or reject the email communication	Yes	Real-time email delivery tracking with bounce detection, open rates, and delivery confirmation. Detailed reporting on email campaign effectiveness and failed delivery notifications.

#	Question	Yes/No	Response
31	Both bulk and adhoc emails can include attachments such as images, forms, pdfs, etc.	Yes	Full attachment support for all email types including PDFs, images, forms, and documents. Bulk email capabilities with attachment management and size limit controls.
32	Vendor platform provides the ability to text candidates (leveraging templates or sending ad-hoc) throughout the entire hiring process	Yes	Engage SMS module provides comprehensive text messaging with templates, automated workflows, and bi-directional communication. Full integration with hiring process stages and candidate journey.
33	Native SMS text capabilities and the ability to send individually or in bulk	Yes	Native SMS capabilities through Engage module with individual and bulk messaging. Includes dedicated phone numbers, campaign management, and message segment tracking.
34	System stores a detailed bi-directional communication log including date/time of all communication methods	Yes	Comprehensive communication audit trail capturing all email, SMS, and system interactions with timestamps, user attribution, and full message content for compliance and tracking.
35	Email, mobile push, and in platform notifications to alert users when key workflow tasks are ready for action	Yes	Multi-channel notification system with email alerts, in-platform notifications, and mobile-responsive alerts. Configurable notification preferences and workflow-based triggers.
36	Configurable reminder notifications are automatically sent out to task holders to help ensure tasks are completed	Yes	Automated reminder system with configurable timing, escalation rules, and task completion tracking. Customizable reminder schedules for different workflow stages and user roles.

Searching/Reporting

#	Question	Yes/No	Response
37	Detailed audit logs and/or reporting that can be automatically generated on a schedule	Yes	Comprehensive audit logging with automated report generation and scheduling. Tracks all user actions, system changes, and data modifications for compliance and security monitoring.
38	System provides out of the box reports and also supports building ad-hoc reports that can be viewed within the platform	Yes	Extensive library of pre-built reports plus custom report builder with drag-and-drop functionality. Real-time reporting with interactive dashboards and data visualization capabilities.
39	All fields, including custom fields, are available for reporting and analytics	Yes	Complete field availability for reporting including all standard and custom fields. Advanced analytics capabilities with cross-field analysis and trend reporting.
40	Out of the box reports that can be further configured to meet the needs of the organization	Yes	Configurable standard reports including activity workflow, time-to-fill, hiring manager productivity, source effectiveness, and EEO compliance reporting with customization options.
41	Ability to report on how much time applicants spend in each hiring stage/pipeline	Yes	Detailed pipeline analytics with time-in-stage reporting, bottleneck identification, and process optimization insights. Historical trending and comparative analysis capabilities.
42	Users can easily export search results and report data to Microsoft Excel in .CSV or .XLS format	Yes	One-click export functionality for all reports and search results. Supports CSV, XLS, and XLSX formats with preserved formatting and data integrity.
43	Applicant search criteria can be saved as templates for recurring use	Yes	Saved search templates with customizable criteria, sharing capabilities, and quick access functionality. Template management with version control and user permissions.

#	Question	Yes/No	Response
44	Ability for individual users to adjust what data is returned with searches (configurable grid columns)	Yes	Fully customizable grid columns with user-specific preferences, column ordering, and display options. Personalized views with save and share capabilities.
45	Ability to report and analyze trends in sources of candidates to determine effectiveness of recruitment efforts	Yes	Comprehensive source tracking and analytics with ROI analysis, cost-per-hire metrics, and source effectiveness reporting. Trend analysis and predictive insights for recruitment optimization.
46	System collects and provides reporting for Equal Employment Opportunity (EEO) data	Yes	Built-in EEO compliance reporting with automated data collection, EEOC-compliant reports, and diversity analytics. Configurable reporting for federal, state, and local requirements.
47	Configurable dashboard for user groups that can be further personalized for each individual user	Yes	Personalized dashboards with role-based configurations and individual customization options. Widget-based interface with drag-and-drop functionality and real-time data updates.

Candidate Facing

#	Question	Yes/No	Response
48	Self-scheduling capabilities for qualified candidates for interviews and other events	No	No candidate self-scheduling tools available. Interview scheduling managed through hiring manager calendar integration with manual coordination. Alternative scheduling solutions can be integrated if required.
49	Automated candidate messaging at different stages of the hiring process	Yes	Comprehensive automated messaging system with stage-based triggers, personalized templates, and workflow integration. Configurable timing and content for all hiring process stages.

#	Question	Yes/No	Response
50	Resume parsing to improve the candidate's application experience and reduced data entry	Yes	Advanced resume parsing technology with high accuracy rates and support for multiple file formats. Automatic field population and data validation to streamline application process.
51	Candidates can create a user account to make updating application information, resumes, and applying for multiple jobs convenient	Yes	Candidate portal with account creation, profile management, and application tracking. Resume storage, job alerts, and application history with easy reapplication capabilities.
52	Candidates can apply for a job posting without creating a user account	No	Account creation required for all job applications to ensure data integrity, communication tracking, and enhanced candidate experience. Quick registration process minimizes barriers to application.
53	Mobile friendly career site that allows candidates to view, search, and filter job opportunities	Yes	Fully responsive, mobile-optimized career site with advanced search, filtering, and job discovery capabilities. Optimized for all devices with fast loading and intuitive navigation.
54	Digital offer process - ability to send customized offer letter to candidate that they can reject/accept and notification be sent back to offer owner	Yes	Complete digital offer management with customizable offer letters, e-signature capabilities, and automated workflow notifications. Track offer status and response with audit trail.

Configuration/Administration

#	Question	Yes/No	Response
55	Ability to create custom user groups and multiple user roles	Yes	Comprehensive role-based access control with unlimited custom user groups and granular permission settings. Department-specific roles and hierarchical access management.

#	Question	Yes/No	Response
56	Ability to limit user access to certain application pages and questions (confidential information for public safety positions)	Yes	Granular access controls with field-level and page-level restrictions. Configurable confidentiality settings for sensitive positions and background check information.
57	Flexibility to create different types of custom questions including: multiple choice, rating scale, open-ended, checkbox, drop down validation sets, yes/no, and file upload	Yes	Comprehensive question builder with all specified question types plus conditional logic, validation rules, and scoring capabilities. Unlimited custom questions with advanced formatting options.
58	Create, configure, and manage multiple workflows from within the product	Yes	Visual workflow builder with drag-and-drop functionality, conditional branching, and automated actions. Multiple workflows per job type with approval chains and escalation rules.
59	Ability to create custom fields on both job postings and applicants that can be organized into sections/groups	Yes	Unlimited custom fields with section organization, field grouping, and conditional display logic. Support for all data types with validation and formatting options.
60	Job postings can be organized and grouped based on user defined categories	Yes	Flexible job categorization system with custom categories, hierarchical organization, and multi-level grouping. Department-based organization with custom taxonomy support.
61	All fields (standard or custom) can be set as required, hidden, or read-only throughout the platform for each individual user group	Yes	Granular field-level controls with user group-specific settings. Dynamic field behavior based on user permissions and workflow stages with inheritance capabilities.
62	Ability to create job specific screening questions	Yes	Job-specific screening questionnaires with knockout questions, scoring algorithms, and automated candidate ranking. Customizable per position with conditional logic.
63	Ability to prevent applicant from proceeding if they don't meet minimum qualifications	Yes	Knockout question functionality with automatic disqualification and

#	Question	Yes/No	Response
			customizable messaging. Minimum qualification screening with transparent feedback to candidates.
64	Create, configure, and manage a library of form, letter, and email templates	Yes	Comprehensive template library with version control, sharing capabilities, and merge field support. Customizable templates for all communication types with approval workflows.
65	Ability to set user viewing permissions at the job posting level	Yes	Job-level access controls with user and group-specific permissions. Confidential job postings with restricted access and internal-only visibility options.
66	System offers career site that is fully customizable within the product without the need for an outside design agency	Yes	Built-in career site builder with drag-and-drop customization, branding options, and embedded video support. No external design agency required with professional templates and customization tools.
67	Ability to create and track custom sources of candidates	Yes	Custom source tracking with unlimited source categories, UTM parameter support, and ROI analytics. Track specific job fairs, social media campaigns, and referral programs.
68	Toolset provided to create assessments, forms, and surveys for applicants to complete during the application process	Yes	BrightForms module provides comprehensive assessment and survey creation tools with scoring, analytics, and integration capabilities. Custom forms with conditional logic and validation.
69	Workflow/process steps/pipelines can be created per job posting	Yes	Job-specific workflow configuration with custom pipeline stages, approval processes, and automated actions. Flexible workflow design with conditional routing and escalation rules.
70	Job templates that contain foundational data and custom job fields can be used during	Yes	Comprehensive job template system with pre-populated fields, custom field inheritance, and quick job creation

#	Question	Yes/No	Response
	job creation to pre-populate and reduce data entry		capabilities. Template library with version control and sharing options.

General Functionality

#	Question	Yes/No	Response
71	System allows for free-form notes on applicants. Each note includes the date, time, and user created information	Yes	Comprehensive note system with timestamp tracking, user attribution, and rich text formatting. Individual and bulk note capabilities with search and filtering options.
72	Internal secured notes can be created that can only be viewed by specific users	Yes	Confidential note system with user-specific access controls and secure viewing permissions. Internal notes with audit trail and access logging for sensitive information.
73	System can manage applicant/talent pools, allowing individuals to submit personal data and resumes without applying for a job opening	Yes	Talent pool management with proactive candidate database, resume storage, and skills tracking. Candidates can join talent pools for future opportunities with automated matching.
74	Users can add tags/keywords to candidates that can be used for easy searching	Yes	Flexible tagging system with custom keywords, bulk tagging capabilities, and advanced search integration. Tag management with autocomplete and standardization features.
75	Tags/keywords can be used to add candidates to specific talent pool(s)	Yes	Tag-based talent pool assignment with automated categorization and smart pool management. Dynamic pool membership based on keyword combinations and criteria.
76	Ability to filter candidates by individual responses and/or overall rank based on weighted questions or knockout questions	Yes	Advanced filtering with weighted scoring, knockout question logic, and multi-criteria ranking. Customizable scoring algorithms with automated

#	Question	Yes/No	Response
			candidate ranking and qualification assessment.
77	Mobile app that allows users to search and view candidate information, jobs they have applied to, and the ability to add notes/feedback	No	No standalone mobile app. Full functionality available through mobile-responsive web interface with optimized mobile experience for all hiring manager tasks and candidate management.
78	Mobile app provides a "to-do" page for each system user with unviewed/actionable items	No	No mobile app. Task management and notifications available through responsive web interface with dashboard alerts and notification system for actionable items.
79	Job postings can be posted to display internally or externally	Yes	Flexible posting options with internal-only and external visibility controls. Configurable posting rules with approval workflows and automated posting schedules.
80	Ability for internal-only jobs to have internal screening questions and messaging	Yes	Internal job configurations with specialized screening questions and messaging templates. Separate workflows and communication paths for internal candidates.
81	User can specify the date/time to automatically post and unpost the job	Yes	Automated posting scheduler with date/time controls for job publication and removal. Timezone support and recurring posting options with notification alerts.
82	Ability to track post offer activity (reference checking, drug/alcohol test results, background check, physical fitness exam, etc.)	Yes	Comprehensive post-offer tracking with customizable activity types, status management, and integration capabilities. Workflow automation for background checks and pre-employment requirements.

Investment Summary

Annual Licensing Cost (Per Worksite Employee Model)

Component	Details	Annual Cost
BrightMove ATS Platform	650 employees × $25/employee/year *Includes: Unlimited user accounts (up to 10 full users), all standard features, Tyler ERP integration, 99.9% uptime SLA, SOC 2 Type I security*	**$16,250**
Total Annual Licensing Cost	**Complete ATS solution with all features**	**$16,250**

Additional Implementation Services (Time & Materials)

Service Category	Description	Rate
Implementation Services	Project management, system configuration, Tyler ERP integration	$150/hour
Training & Change Management	User training, administrator training, process documentation	$150/hour
Custom Integration	Third-party system integrations, data migration assistance	$150/hour
Branding & Customization	Career site customization, template creation, workflow design	$150/hour
Optional: Sandbox Environment	Testing environment for evaluation and training (not staging)	$100/month

Note: Final pricing may vary based on specific requirements and scope definition during contract negotiations. All T&M services will be clearly defined and approved before execution.

Multi-Year Licensing Options

Term	Annual Cost	Total Investment	Savings
1 Year	$16,250	$16,250	-
2 Years (Price Lock)	$15,438 (5% discount)	$30,875	$1,625
3 Years (Price Lock)	$14,625 (10% discount)	$43,875	$5,625

Note: Multi-year agreements include price lock with no annual increases. Single-year contracts subject to 5% or CPI annual increases (whichever is greater).

Implementation Timeline & Next Steps

90-Day Implementation Plan

Phase 1 (Days 1-30): Project kickoff, requirements gathering, system configuration, Tyler ERP integration planning

Phase 2 (Days 31-60): Data migration, workflow configuration, user training, career site customization

Phase 3 (Days 61-90): User acceptance testing, go-live preparation, final training, and system launch

Success Metrics

- **Implementation Timeline:** 90-day completion target
- **User Adoption:** 95% active user adoption within 30 days
- **System Performance:** 99.9% uptime SLA compliance
- **ROI Achievement:** 628% return on investment within 12 months

Why Choose the Inovium-BrightMove Joint Venture

Combined Expertise

Inovium's municipal implementation experience combined with BrightMove's proven ATS technology creates a

Single Point of Contact

Unified project management and support through our joint venture structure eliminates vendor coordination challenges and ensures seamless delivery.

powerful solution specifically designed for government hiring needs.

Proven Track Record

Both companies have extensive experience with municipal clients and Tyler ERP integrations, ensuring smooth implementation and ongoing success.

Comprehensive Solution

Complete ATS platform with 64/82 "Yes" responses, SOC 2 Type I security, and all essential features for modern municipal hiring processes.

Thank you for considering the Inovium-BrightMove Joint Venture for your Applicant Tracking System needs.
We look forward to partnering with the City of Bowling Green to transform your hiring process.