

BrightMove & Inovium Joint Venture

Colorado University ATS RFP - Internal Appendix

Confidential Analysis and Fit Assessment

RFP No. RFP_F-0000000061

August 2025

Confidential Scoring of Fit for Purpose

Overall Fit Score: 82/100

Assessment Summary: BrightMove and Inovium present a strong fit for Colorado University's ATS requirements, with excellent alignment on core functionality and implementation capabilities. The solution scores particularly high in configurability, higher education experience, and technical capabilities. However, the updated constraints regarding no add-ons and specific limitations slightly impact the overall score.

Detailed Scoring Breakdown

Evaluation Category	Score	Weight	Weighted Score	Comments
Technical Capabilities	88/100	25%	22.0	Excellent alignment with requirements, some limitations noted

Higher Education Experience	85/100	20%	17.0	Strong track record in sector
Implementation Approach	80/100	20%	16.0	Solid methodology with Inovium partnership
Pricing Competitiveness	75/100	15%	11.25	Competitive but not lowest cost
Support and Training	90/100	10%	9.0	Comprehensive support model
Risk Assessment	85/100	10%	8.5	Low risk profile
Total Weighted Score	82/100	100%	83.75	Strong Fit

Key Strengths

✓ Exceptional Configurability

BrightMove's platform is specifically designed for high configurability, which directly addresses CU's need for campus-specific workflows and processes. This is a significant competitive advantage.

✓ Higher Education Experience

Both Inovium and BrightMove have extensive experience serving higher education institutions, providing deep understanding of the sector's unique requirements and challenges.

✓ Comprehensive Integration Capabilities

Strong API-first architecture and proven integration capabilities with Oracle PeopleSoft HCM 9.2, which is CU's current HR system.

✓ Robust Document Management

Advanced document management features with version control, audit trails, and role-based access controls that meet CU's compliance requirements.

✓ Strong Partnership Model

The Inovium-BrightMove partnership provides clear separation of responsibilities with Inovium handling implementation and BrightMove providing the platform.

✓ SOC 2 Type I Compliance

BrightMove has achieved SOC 2 Type I audit, providing strong security credentials and compliance documentation.

Areas of Concern

⚠ Solution Constraints Impact

The updated requirements specify no add-ons or options, which limits our ability to propose additional value-added services that could differentiate our solution.

No Candidate-Facing Scheduling Tools

BrightMove does not include candidate-facing scheduling tools, which may be a limitation compared to some competitors. Interview scheduling is managed through the hiring team interface.

No Standalone Mobile App

No standalone mobile application (responsive web only) may be seen as a limitation, though the responsive design provides excellent mobile experience.

Account Creation Requirement

Candidates must create an account to apply for jobs, which may create a barrier to application completion compared to some competitors.

Pricing Competitiveness

At \$10/employee/year for 28,000 employees, our pricing may be higher than some competitors. However, this includes comprehensive features and support that justify the premium.

⚠ **Limited Higher Education Case Studies**

While both companies have higher education experience, we may need to provide more specific case studies and references to strengthen our position.

⚠ **CRITICAL OVERSIGHT - Missing Required Forms**

ISSUE: The RFP clearly requires the CU Solicitation Form (Attachment A) to be completed and submitted with the proposal. This is a mandatory requirement that was initially missed.

IMPACT: Failure to include this form could result in proposal disqualification.

CORRECTION: Completed CU Solicitation Form has been created as a separate document with all required information filled in and signed by authorized representatives.

Updated Solution Constraints Analysis

Impact of New Constraints

The updated AI_USER_PROMPT introduces several constraints that affect our competitive positioning:

Constraint	Impact	Mitigation Strategy
No Add-ons or Options	Negative	Focus on core platform strengths and configurability advantages

No Candidate-Facing Scheduling	Negative	Emphasize hiring team scheduling capabilities and workflow efficiency
No Standalone Mobile App	Negative	Highlight responsive design quality and cross-platform compatibility
Account Creation Required	Negative	Emphasize security benefits and streamlined application process
Sandbox Limitations	Neutral	Use as testing environment only, not for staging

Competitive Analysis

Likely Competitors

- **Workday:** Strong enterprise presence but less configurable
- **BambooHR:** Good for smaller organizations, may lack enterprise features
- **iCIMS:** Strong ATS but higher cost and complexity
- **Greenhouse:** Modern interface but limited higher education focus
- **PeopleFluent:** Enterprise-focused but older technology

Competitive Advantages

- Superior configurability compared to most competitors
- Strong higher education sector experience
- Comprehensive integration capabilities
- Proven partnership model for implementation
- Competitive pricing for enterprise features
- SOC 2 Type I compliance

Competitive Disadvantages

- Smaller market presence compared to Workday/iCIMS
- No standalone mobile application
- Limited brand recognition in higher education

- May need to prove scalability for 28,000 employees
- No candidate-facing scheduling tools
- Account creation requirement for candidates

Risk Assessment

Risk Category	Risk Level	Mitigation Strategy
Technical Implementation	Low	Proven implementation methodology, experienced team
Data Migration	Medium	Comprehensive migration services, thorough testing
User Adoption	Low	Intuitive interface, comprehensive training program
Integration Complexity	Medium	API-first architecture, proven integration capabilities
Performance at Scale	Low	Cloud-based architecture, proven scalability
Compliance Requirements	Low	Built-in compliance features, audit trails, SOC 2 compliance
Solution Limitations	Medium	Focus on strengths, emphasize workarounds and alternatives

Key Assumptions

Technical Assumptions

- CU will provide necessary access to existing systems for integration

- Data migration from current system is feasible
- CU has adequate bandwidth for cloud-based solution
- SSO integration with CU's existing identity management system
- Oracle PeopleSoft HCM 9.2 integration is technically feasible
- CU will accept responsive web design as mobile solution

Business Assumptions

- CU will provide dedicated project team members
- All four campuses will adopt the system
- CU will follow recommended implementation timeline
- Budget approval for proposed pricing structure
- CU will provide necessary training time for end users
- CU will accept account creation requirement for candidates

Organizational Assumptions

- CU has decision-making authority across all campuses
- Change management support from CU leadership
- CU will provide subject matter experts for requirements gathering
- CU will participate in user acceptance testing
- CU will provide feedback during implementation process
- CU will use sandbox environment for testing only

Areas Requiring Clarification

Technical Clarifications

- Specific integration requirements with existing systems beyond PeopleSoft
- Data retention and archival requirements
- Specific security and compliance requirements
- Performance requirements for concurrent users
- Disaster recovery and business continuity requirements
- Mobile device compatibility requirements

Business Clarifications

- Specific workflow requirements for each campus
- Reporting requirements beyond EEO/OFCCP compliance
- User count estimates for different user types
- Budget constraints and approval process
- Decision-making timeline and process
- Acceptance of account creation requirement for candidates

Implementation Clarifications

- Preferred implementation timeline and milestones
- Key stakeholder availability for requirements gathering
- Training preferences and constraints
- Go-live strategy and rollback plan
- Ongoing support and maintenance preferences
- Sandbox environment usage requirements

Win Probability Assessment

Estimated Win Probability: 65%

Factors Supporting Win

- **Strong technical fit** - BrightMove's configurability directly addresses CU's needs
- **Proven partnership** - Inovium-BrightMove combination provides confidence
- **Higher education experience** - Both companies understand the sector
- **Comprehensive solution** - Meets all stated requirements
- **Competitive pricing** - Good value for enterprise features
- **SOC 2 compliance** - Strong security credentials

Factors Against Win

- **Brand recognition** - Less well-known than some competitors
- **Pricing perception** - May be seen as expensive

- **Solution limitations** - No mobile app, no candidate scheduling
- **Account creation requirement** - May create friction for candidates
- **Market presence** - Smaller market share than enterprise competitors

Recommendations to Improve Win Probability

- Provide specific higher education case studies and references
- Emphasize total cost of ownership benefits
- Highlight configurability advantages over competitors
- Demonstrate implementation methodology and success stories
- Offer pilot program or proof of concept
- Emphasize SOC 2 compliance and security benefits
- Showcase responsive design quality and mobile experience

Next Steps and Action Items

Immediate Actions (Next 2 Weeks)

- Gather additional higher education case studies and references
- Prepare detailed technical architecture documentation
- Develop competitive positioning materials
- Create implementation methodology presentation
- Prepare pricing justification and value proposition
- Develop responses to solution limitations

Medium-term Actions (Next Month)

- Conduct technical deep-dive sessions with CU
- Provide system demonstrations and walkthroughs
- Develop campus-specific workflow examples
- Prepare integration architecture documentation
- Create training and support program details
- Prepare mobile experience demonstrations

Long-term Actions (Next Quarter)

- Prepare for oral presentations (if invited)
- Develop proof of concept or pilot program

- Finalize implementation team assignments
- Prepare contract negotiation materials
- Develop go-live and transition planning
- Prepare sandbox environment setup

Conclusion

The BrightMove and Inovium partnership presents a strong fit for Colorado University's ATS requirements, with an overall score of 82/100. Our solution excels in configurability, higher education experience, and technical capabilities, which are key differentiators for this opportunity.

While the updated constraints regarding no add-ons and specific limitations (no mobile app, no candidate scheduling, account creation requirement) slightly impact our competitive position, our comprehensive solution, proven partnership model, and deep sector experience still position us well to compete effectively.

With focused effort on addressing the identified areas of concern and leveraging our key strengths, we estimate a 65% probability of winning this opportunity.

Recommendation: Proceed with full proposal development and competitive positioning to maximize our chances of success, with particular attention to addressing the solution limitations and emphasizing our core strengths.