

BRIGHTMOVE COLORADO UNIVERSITY RFP - GAPS ANALYSIS

For Review with Mike Brandt

Date: August 12, 2025

Purpose: Identify and address capability gaps before finalizing RFP response

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CRITICAL GAPS IDENTIFIED

1. AI-Powered Interview Scheduling (F.125)

Status: Does Not Meet **Impact:** High - This is a specific requirement for AI-powered interview scheduling automation **Current State:** BrightMove handles interview scheduling through standard calendar integration and manual coordination **Action Required:** - Confirm if this feature exists in development pipeline - If not, determine if this is a deal-breaker for CU - Consider if this can be addressed through integration partners

2. Advanced Analytics Capabilities

Status: Limited Documentation **Impact:** Medium - CU likely expects sophisticated analytics **Current State:** Basic reporting documented, but advanced analytics capabilities unclear **Action Required:** - Clarify what advanced analytics features BrightMove actually has - Document specific capabilities vs. what's being claimed - Determine if Power BI integration meets CU's needs

3. Comprehensive Workflow Automation

Status: Limited Documentation

Impact: Medium - CU expects sophisticated workflow capabilities **Current State:** Basic workflow features documented, but extent unclear **Action Required:** - Document actual workflow

automation capabilities - Clarify what "comprehensive" means in BrightMove context - Identify specific workflow features available

4. Advanced Candidate Assessment Tools

Status: Limited Documentation **Impact:** Medium - CU expects sophisticated assessment capabilities **Current State:** Basic assessment features mentioned, but details unclear **Action Required:** - Document specific assessment tools available - Clarify integration with third-party assessment providers - Determine if current capabilities meet CU requirements

5. Sophisticated Reporting and Analytics

Status: Limited Documentation **Impact:** Medium - CU expects advanced reporting capabilities **Current State:** Basic reporting documented, but advanced features unclear **Action Required:** - Document specific reporting capabilities - Clarify what "advanced" analytics means - Determine if current capabilities are sufficient

DOCUMENTED CAPABILITIES (CONFIRMED)

Core ATS Features

- BrightSync: Real-time email and calendaring integration with Exchange
- PowerSearch: Search results populate as you type
- People Parser: Proprietary sourcing tool for talent from any site
- SMS Messaging: Text messaging capabilities via SimpleTexting integration
- Job Distribution: Post to job boards, social media, and other platforms
- Mobile-responsive applications: Candidates can apply from any device
- Social network integration: View and synchronize candidate social profiles
- CRM capabilities: Manage staffing relationships and customer base

Technical Capabilities

- API capabilities: Open API with comprehensive documentation
- Zapier integration: Connect with hundreds of software applications
- Background check integration: HireRight and other vendors
- Video interviewing: Spark Hire integration
- Office 365 integration: Email, calendar, and contact synchronization
- Role-based security and permissions
- Document management and version control
- Audit trails and compliance reporting

Compliance Features

- EEO/OFCCP compliance reporting
- Colorado AI Law 2024a_205 compliance
- Colorado JAFAs requirements compliance
- Document retention policies
- WCAG 2.1 AA accessibility compliance

QUESTIONS FOR MIKE

1. Feature Verification

- Does BrightMove have AI-powered interview scheduling automation?
- What advanced analytics capabilities does BrightMove actually have?
- What are the limits of workflow automation in BrightMove?
- What specific assessment tools are available?

2. Integration Capabilities

- What HRIS/ERP systems does BrightMove integrate with?
- What background check providers are supported beyond HireRight?
- What video interviewing platforms are supported beyond Spark Hire?
- What reporting/analytics tools integrate with BrightMove?

3. Compliance and Security

- What specific compliance certifications does BrightMove have?
- What security standards does BrightMove meet?
- What audit capabilities are available?
- What data governance features exist?

4. Implementation and Support

- What is the typical implementation timeline for a university?
- What training and support services are included?
- What customization capabilities exist?
- What are the limits of white-labeling?

RECOMMENDATIONS

1. Immediate Actions

- Schedule call with Mike to review this gaps analysis
- Get clarification on all undocumented capabilities
- Determine which gaps are deal-breakers for CU
- Identify which gaps can be addressed through integrations

2. Response Strategy

- Be honest about limitations in the RFP response
- Emphasize documented strengths
- Propose solutions for identified gaps
- Consider partnerships to fill capability gaps

3. Risk Mitigation

- Don't over-promise on undocumented features
- Focus on proven capabilities
- Be transparent about limitations
- Propose realistic solutions for gaps

NEXT STEPS

1. **Review with Mike:** Go through this gaps analysis together
2. **Clarify Capabilities:** Get definitive answers on undocumented features
3. **Assess Impact:** Determine which gaps are critical for CU
4. **Develop Strategy:** Create plan to address or work around gaps
5. **Update Response:** Revise RFP response based on clarified capabilities

CONTACT INFORMATION

- **Mike Brandt:** Head of Alliances, Inovium
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- **Phone:** [Need to confirm]
- **Meeting Request:** Schedule 1-hour call to review gaps analysis

This analysis is based on documented knowledge base content and should be verified with Mike before finalizing the RFP response.

Mike Brandt: Head of Alliances, Inovium

Email: michael.brandt@inovium.com

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