REQUEST FOR PROPOSAL
RFP #881609

Account Claim and Identity Verification Software

RFP Timeline	
RFP Issue Date:	October 2, 2025
Deadline for Respondent Questions to MSU:	October 9, 2025
RFP Response Due Date:	**November 3, 2025, 3:00 pm Eastern**
Estimated Contract Award	November/December 2025

RFP Contact	
Name:	Amber Marr
Email:	amber.marr@msu.edu
Phone:	517-355-0357

DESCRIPTION: Michigan State University (the "**University**" or "**MSU**") is soliciting proposals through this Request for Proposal ("**RFP**") for the purpose of obtaining Account Claim and Identity Verification Software. The requested services are more thoroughly described under the Scope of Work Section of this RFP. Firms intending to respond to this RFP are referred to herein as a "**Respondent**" or "**Supplier**."

PROPOSAL INSTRUCTIONS

1. **PROPOSAL PREPARATION.** The University recommends reading all RFP materials prior to preparing a proposal, particularly these Proposal Instructions. Respondents must follow these Proposal Instructions and provide a complete response to the items indicated in the table below. References and links to websites or external sources may not be used in lieu of providing the information requested in the RFP within the proposal. Include the Respondent's company name in the header of all documents submitted with your proposal.

Document	Description	Response Instructions
Cover Page	Provides RFP title and number, important dates, and contact information for MSU	Informational
Proposal Instructions	Provides RFP instructions to Respondents	Informational
Respondent Information Sheet	Company and Contact Information, and Experience	Respondent must complete and submit by proposal deadline
Scope of Work	Describes the intended scope of work for the RFP	Respondent must complete and submit by proposal deadline
Pricing	Pricing for goods and services sought by the University through this RFP	Respondent must complete and submit by proposal deadline
Master Service Agreement	Provides legal terms for a contract awarded through this RFP	Deemed accepted by Respondent unless information required in **Section 9, Master Service Agreement** is submitted by proposal deadline
Mandatory Minimum Requirements Document	Includes information about the supplier solution's capabilities	Respondent must complete and submit by proposal deadline

2. **EXPECTED RFP TIMELINE.**

Activity	Date
Issue RFP	October 2, 2025
Deadline for Respondent Questions to MSU	October 9, 2025
RFP Response Due	**November 3, 2025, 3:00 pm Eastern**
Estimated Contract Award	November/December 2025

3. **CONTACT INFORMATION FOR THE UNIVERSITY.** The sole point of contact for the University concerning this RFP is listed on the Cover Page. Contacting any other University personnel, agent, consultant, or representative about this RFP may result in Respondent disqualification.

4. **QUESTIONS.** Respondent questions about this RFP must be submitted electronically by email to the contact listed on the cover page of this RFP. In the interest of transparency, only written questions are

accepted. Answers to all questions will be sent to Respondents via email. Submit questions by referencing the following: (i) Question Number, (ii) Document Name, (iii) Page Number, and (iv) Respondent Question.   Please refer to **Section 2** above for the deadline to submit questions.

5.   **MODIFICATIONS.** The University may modify this RFP at any time. Modifications will be sent via email. This is the only method by which the RFP may be modified.

6.   **DELIVERY OF PROPOSAL.** The Respondent must submit its proposal, all attachments, and any modifications or withdrawals electronically via email to the contact listed on the cover page of this RFP. **The price proposal should be saved separately from all other proposal documents and should be sent as a separate attachment from the other proposal documents.** The Respondent should submit all documents in a modifiable (native) format (examples include but are not limited to: Microsoft Word or Excel and Google Docs or Sheets). In addition to submitting documents in a modifiable format, the Respondent may also submit copies of documents in PDF. Respondent's failure to submit a proposal as required may result in disqualification. The proposal and attachments must be fully uploaded and submitted prior to the proposal deadline. **Do not wait until the last minute to submit a proposal**. The University **may not** allow a proposal to be submitted after the proposal deadline identified in the Cover Page, even if a portion of the proposal was already submitted.

7.   **MANDATORY MINIMUM REQUIREMENTS.**   The RFP may contain minimum qualifications, which will be identified as "**Mandatory Minimum Requirements**" in the Scope of Work Section of this RFP. If the RFP does contain mandatory minimum requirements, any proposal not meeting these minimum requirements **will be deemed non-qualified and will not be considered**. All proposals meeting these mandatory minimum requirements will proceed for review and evaluation consistent with **Section 8**, **Evaluation Process**.

8.   **EVALUATION PROCESS.** The University will convene a team of individuals from various Departments within MSU to evaluate each proposal based on each Respondent's ability to provide the required services, taking into consideration the overall cost to the University. The University may require an oral presentation of the Respondent's proposal; conduct interviews, research, reference checks, and background checks; and request additional price concessions at any point during the evaluation process. The following criteria will be used to evaluate each proposal:

Criteria
Proposed application's ability to meet the Solution Requirements including implementation and support
Time required to complete identity verification process
Effort/simplicity of the process
Attended vs. Unattended usage flow
Integration with existing toolset
Overall cost to the University
Compliance with proposed Master Service Agreement
Acceptance of payment terms
Supplier history with MSU
Supplier risk

9.   **MASTER SERVICE AGREEMENT**. The University strongly encourages strict adherence to the terms and conditions set forth in the Master Service Agreement. The University reserves the right to deem a proposal non-responsive for failure to accept the Master Service Agreement. Nevertheless, the Respondent may submit proposed changes to the Master Service Agreement in track changes (i.e., visible edits) with an explanation of the Respondent's need for each proposed change. Failure to include track

changes with an explanation of the Respondent's need for the proposed change constitutes the Respondent's acceptance of the Master Service Agreement. General statements, such as "the Respondent reserves the right to negotiate the terms and conditions," may be considered non-responsive.

10. **CLARIFICATION REQUEST.** The University reserves the right to issue a Clarification Request to a Respondent to clarify its proposal if the University determines the proposal is not clear. Failure to respond to a Clarification Request timely may be cause for disqualification.

11. **RESERVATIONS.** The University reserves the right to:
     a. Disqualify a Respondent for failure to follow these instructions.
     b. Discontinue the RFP process at any time for any or no reason. The issuance of an RFP, your preparation and submission of a proposal, and the University's subsequent receipt and evaluation of your proposal does not commit the University to award a contract to you or anyone, even if all the requirements in the RFP are met.
     c. Consider late proposals if: (i) no other proposals are received; (ii) no complete proposals are received; (iii) the University received complete proposals, but the proposals did not meet mandatory minimum requirements or technical criteria; or (iv) the award process fails to result in an award.
     d. Consider an otherwise disqualified proposal, if no other proposals are received.
     e. Disqualify a proposal based on: (i) information provided by the Respondent in response to this RFP; or (ii) if it is determined that a Respondent purposely or willfully submitted false or misleading information in response to the RFP.
     f. Consider prior performance with the University in making its award decision.
     g. Consider total-cost-of-ownership factors (e.g., transition and training costs) when evaluating proposal pricing and in the final award.
     h. Refuse to award a contract to any Respondent that has outstanding debt with the University or has a legal dispute with the University.
     i. Require all Respondents to participate in a Best and Final Offer round of the RFP.
     j. Enter into negotiations with one or more Respondents on price, terms, technical requirements, or other deliverables.
     k. Award multiple, optional-use contracts, or award by type of service or good.
     l. Evaluate the proposal outside the scope identified in **Section 8, Evaluation Process**, if the University receives only one proposal.
     m. Utilize third parties to assist in the evaluation process, provided such parties are subject to confidentiality requirements.

12. **AWARD RECOMMENDATION.** The contract will be awarded to the responsive and responsible Respondent who offers the best value to the University, as determined by the University. Best value will be determined by the Respondent meeting any mandatory minimum requirements and offering the best combination of the factors in **Section 8**, **Evaluation Process**, and price, as demonstrated by the proposal. The University will email a **Notice of Award** to all Respondents. A Notice of Award does not constitute a contract, as the parties must reach final agreement on a signed contract before any services can be provided. The awarded Respondent is prohibited from partnering with losing bidders unless the RFP specifically allows for such arrangement, and any violation of this prohibition may result in disqualification of the awarded Respondent.

13. **GENERAL CONDITIONS.** The University will not be liable for any costs, expenses, or damages incurred by a Respondent participating in this solicitation. The Respondent agrees that its proposal will be considered an offer to do business with the University in accordance with its proposal, including the Master Service Agreement, and that its proposal will be irrevocable and binding for a period of 180 calendar days from date of submission. If a contract is awarded to the Respondent, the University may, at its option,

incorporate any part of the Respondent's proposal into the contract. This RFP is not an offer to enter into a contract. This RFP may not provide a complete statement of the University's needs, or contain all matters upon which agreement must be reached. Proposals submitted via email are the University's property.

14. **FREEDOM OF INFORMATION ACT.** Respondent acknowledges that any responses, materials, correspondence or documents provided to the University may be subject to the State of Michigan Freedom of Information Act ("FOIA"), Michigan Compiled Law 15.231 *et seq*., and may be released to third parties in compliance with FOIA or any other law. Questions about the Respondent's own performance can be directed to the RFP Contact indicated on page 1 of this document. Questions about the overall evaluation and any other post-award inquiries must be submitted via a formal FOIA request to the [Michigan State University FOIA office](#).

RESPONDENT INFORMATION SHEET

Please complete the following Information Sheet in the space provided:

Information Sought	Response
Contact Information	
Respondent's sole contact person during the RFP process. Include name, title, address, email, and phone number.	
Person authorized to receive and sign a resulting contract. Include name, title, address, email, and phone number.	
Respondent Background Information	
Legal business name and address. Include business entity designation, e.g., sole proprietor, Inc., LLC, or LLP.	
What state was the company formed in?	
Main phone number	
Website address	
DUNS# AND/OR CCR# (if applicable):	
Number of years in business and number of employees	
Legal business name and address of parent company, if any	
Has your company (or any affiliates) been a party to litigation against Michigan State University? If the answer is yes, then state the date of initial filing, case name and court number, and jurisdiction.	
Experience	
Describe relevant experiences from the last 5 years supporting your ability to successfully manage a contract of similar size and scope for the services described in this RFP.	
Experience 1	
Company name Contact name Contact role at time of project Contact phone Contact email	
1. Project name and description of the scope of the project 2. What role did your company play? 3. How is this project experience relevant to the subject of this RFP?	
Start and end date (mm/yy – mm/yy)	
Status (completed, live, other – specify phase)	
Experience 2	
Company name Contact name Contact role at time of project Contact phone	

Contact email	
1. Project name and description of the scope of the project 2. What role did your company play? 3. How is this project experience relevant to the subject of this RFP?	
Start and end date (mm/yy – mm/yy)	
Status (completed, live, other – specify phase)	
Experience 3	
Company name Contact name Contact role at time of project Contact phone Contact email	
1. Project name and description of the scope of the project 2. What role did your company play? 3. How is this project experience relevant to the subject of this RFP?	
Start and end date (mm/yy – mm/yy)	
Status (completed, live, other – specify phase)	

SCOPE OF WORK

Please address each of the sections below in a written response, which can be completed on a separate sheet (using the same section headings).

1. **Background.**

   The current solution for **account claim** has been in place for over 15 years and is difficult to use, takes too long, and includes operational and security risks that should be mitigated.

   In order to address the current issues, this project will implement self-service functionality that allows users to claim accounts without using a pre-shared algorithm like PIN/PAN. The process should only allow the claim process to work for a limited time to reduce risks. Part of the project is to develop a policy to support the process for account claiming.

   The current process of **verifying an individual's identity** for users calling the service desk is inefficient and time-consuming. The service desk primarily relies on Zoom for identity verification, which requires significant time and effort. In addition, the current solution involves some in-person verification at the ID office, as well as over-the-phone verification, which adds complexity and delays. The process of verifying users' identity when requesting to claim or reset credentials or access MSU assets/data requires a more secure and efficient solution.

   Current Challenges

   - Inefficiency of Zoom-based Verification: Service desk agents are spending significant time verifying the identity of users using Zoom, which is not an ideal solution for remote identity verification.

   - In-Person Verification Dependency: The ID Office provides in-person verification, but this is impractical for remote users or those who cannot visit the office in person.

   - Security Gaps in Remote Access: Users need to accurately validate their identity to claim or reset their NetID or claim FPID or Affiliate Accounts, which grants access to MSU assets and data. The current methods do not provide a streamlined and secure verification process for remote users.

   - Time Consuming & Ineffective: The current system of verifying identity is slow and resource-intensive, affecting both users and service desk agents. In addition, there is no clear metric of time spent on verification or a defined baseline for the number of verifications needed per call.

   - Manual Process for Verifying Documentation: When users present government-issued IDs or other forms of documentation, there is no automated or efficient solution for verifying this documentation remotely.

   To improve the identity verification process for remote users calling the service desk, we require a comprehensive and secure Remote Individual/ID Verification solution. This solution will streamline the process, reduce manual work, and improve the overall user experience by enabling accurate and efficient remote identity verification.

2. Scope of Work.

Account Claim
- Develop an IT policy for account claiming (onboarding, general use of account claiming). This policy should follow the standards outlined in NIST 800-63A.

- Implement functionality that allows users to claim accounts without using a pre-shared secret like current PIN/PAN process.

- Automated process using SMS, Alternate Email, RSA SecureID, etc.

- Claim process works for a limited time to reduce risks (not open for unlimited time to claim account).

- Users required to register password reset, account recovery options, and a MFA factor at the time of account claim.

- Real-time process based on business rules established by Admissions and Registrar's Office.

- Work with the MSU IT Service Desk on Knowledge Base article updates.

- Work with the MSU IAM Team to create and execute test cases.

- If a tool is needed that is not part of the IAM landscape, an RFP will be in-scope for this project.

ID Verification
Remote Verification of Identity:
- Implement a solution that allows users to verify their identity remotely without relying on Zoom or in-person interactions.

Accurate and Secure Verification:
- The system should support the accurate validation of government-issued IDs and other relevant documentation to confirm the identity of the caller.

Integration with MSU Systems:
- The verification system must integrate seamlessly with MSU's NetID and Affiliate Account management systems to allow secure access to university assets and data.

Automated Processes:
- The solution should reduce the need for manual processes and streamline the the verification steps.

Reduction in Verification Time:
- It should significantly reduce the time spent on verification calls, ensuring faster service and improved user experience.

Metrics and Reporting:
- Ability to track and report on verification times, volumes, and success rates for continuous improvement.

3. **Implementation Services Framework**
    a. Please provide your implementation framework
        i. Project management
        ii. Professional services
        iii. Supplier responsibilities
        iv. University responsibilities
        v. Integration steps

4. **Requirements**
   Mandatory Minimum Requirements
   (Please complete the provided Mandatory Minimum Requirements pdf)

1. Solution must support a production and one or more non-production environment(s).
2. Solution must support the following types of users: Admitted students, faculty, staff, alumni, retirees, and third party/non-employee.
3. Solution must allow different levels of identity assurance to be assigned based on account type.
4. Solution must support prevention of unauthorized access through robust identity verification mechanisms.
5. Solution must support a seamless, user-friendly interface for both claimants and administrators.
6. Solution must have a self-service portal for users to initiate account claims.
7. Solution must support integration with MSU's backend systems (Oracle DB, MSSQL DB, MySQL DB, API endpoints) for claim validation.
8. Solution must have a notification system (email) for claim status updates.
9. Solution must have the capability to expire account claim codes after an allotted timeframe.
10. Solution must support document upload and OCR capabilities.
11. Solution must have fraud detection and flagging for suspicious activity.
12. Solution must support multi-factor ID verification (e.g., government-issued ID, email/phone verification, address verification).
13. Solution must support government-issued IDs and address verification from countries including and other than the United States of America.
14. Solution must support real-time and asynchronous verification workflows.
15. Solution must have the capability to display on-screen error messages when users enter information with formatting issues (e.g. incomplete email entries, incorrect DOB format)
16. Solution must adhere to accessibility guidelines and be WCAG 2 compliant
17. Solution must adhere to relevant regulatory and privacy requirements (e.g. GDPR and FERPA)
18. Solution must provide multiple on-screen language options for end users
19. Solution must have a responsive design compatible with desktop, tablet, and mobile devices, and varying browser types (e.g. Firefox, Safari, Chrome)
20. Solution must support use of international IP addresses
21. Solution must have an administrative dashboard for monitoring and managing account claims.
22. Solution must have access controls and role-based permission settings.

23. Solution must have reporting and analytics tools.
24. Solution must have a case management system including notes, history, and escalation paths.
25. Solution must allow case managers the ability to manually confirm identities as verified.
26. Solution must have cloud-based or hybrid deployment options.
27. Solution must have API access for integration with other MSU systems.
28. Solution must have secure data storage and transmission (encryption in transit and at rest).
29. Solution must have audit trails for all user and administrative activity.
30. Solution must have an uptime SLA (e.g., 99.9%) and be scalable to handle peak demand.
31. Solution must be compatible with an external identity provider (e.g., SAML, OAuth, OIDC).
32. Solution must comply with industry standards (e.g., SOC 2, ISO 27001).
33. Solution must have clear escalation procedures with a dedicated account manager and customer support contact.
34. Solution must perform regular updates, patches, and bug fixes.

Notes on terminology:

- OCR = Optical Character Recognition; "reading" text from images or scanned documents, and transforming it into machine-readable text
- WCAG 2 = Web Content Accessibility Guidelines (Version 2); Set of international standards created by the World Wide Web Consortium to ensure web content with accessible to people with disabilities
- GDPR = General Data Protection Regulation; A Comprehensive privacy law within the European Union FERPA = Family Educational Rights and Privacy Act; U.S. federal law for the protection of student educational records
- Uptime SLA = Service Level Agreement; commitment to ensure a specific level of system availability
- SAML = Security Assertion Markup Language; Single Sign-On utilizing XML to pass security information between an Identity Provider and a Service Provider
- OAuth = Open Authorization; Provides delegated access utilizing access tokens to protect a user's password
- OIDC = OpenID Connect; Supports user authentication by providing an ID token to confirm users' identity
- SOC 2 = System and Organization Controls (Version 2); U.S.-based auditing standards developed by the American Institute of CPAs
- ISO 27001 = International Organization for Standardization; International standard for protecting organizations' sensitive user information

5. Project Milestones

Phase	Step	Description	Estimated Duration
Plan	Kickoff & Project Planning	Vendor + internal team kickoff, finalize project plan.	1 week
Execute	Technical Environment Setup	Provision servers/cloud environment, test integration points.	4 weeks
Execute	Identity Data Assessment	Validate existing identity data sources (HR, SIS, AD/LDAP, IAM).	4 weeks
Execute	Software Configuration	Apply organizational rules, branding, and workflows.	4–8 weeks
Execute	System Integrations	Connect to identity systems, directories, MFA, SSO, etc.	8–10 weeks
Execute	Security & Compliance Testing	Pen testing, data privacy checks, audit logging validation.	4 weeks
Execute	Pilot Rollout	Limited user group testing (students, staff, etc.). Gather feedback.	3–4 weeks
Execute	User Acceptance Testing (UAT)	Validate functionality, performance, and user experience.	2 weeks
Execute	Training & Documentation	Admin/Help Desk training, user guides, FAQs.	1–2 weeks
Execute	Full Rollout	Staged or big-bang deployment to all users.	2–4 weeks
Execute	Hypercare & Support	Post-go-live monitoring and vendor support.	2 weeks
Project Closure	Review & Handoff	Lessons learned, transition to operations/IT support.	1 week

6. Terms of Payment
   a.   Invoice payment terms shall be 2.75% 10, NET 30 for date of receipt of invoice.
       i.   Failure to accept these payment terms may result in a respondent being deemed non-responsive.

7. Invoicing
   a. Invoice Submissions
       i.   Each invoice is to be billed on a separate sheet of paper.
       ii. Each invoice must be billed within 30 days after the completion of the stated work.
       iii. All invoices are to be emailed or mailed to MSU Accounts Payable. Do not mail or email invoices to Administration Building or MSU Client, they will not be paid and will delay receipt of payment.
       iv. More information on MSU invoice submission requirements can be found at: https://upl.msu.edu/finance-analytics/accounts-payable/submitting-invoices/index.html

b. Invoice Requirements

   i.   Every invoice must show:

   ii.   Company Name

   iii.   University Purchase Order Number

   iv.   Itemized/Breakdown of costs being invoiced

Procurement
MICHIGAN STATE UNIVERSITY

PRICING

Please include a Pricing proposal as identified below on a separate sheet.

Item	Proposed Cost
One Time Costs	
Implementation Project Management / Professional Services	
Configuration Cost to meet minimum/desired features of this RFP	
Training Costs	
Ongoing Training Costs (hourly rate)	
[Other proposed implementation costs, must be detailed in proposal]	
One Time Cost Sub-total:	
Annual Costs	
Annual Software Licensing Fees of Base Software	
Licensing Fees for any additional modules required or proposed to meet specifications	
[Other proposed annual costs, must be detailed in proposal E.g., system Administrators	
Annual Cost Sub-total:	
Estimated 1st Year Grand Total	
Estimated 2nd Year Grand Total	
Estimated 3rd Year Grand Total	

You must fill out the above Proposed Cost matrix to ensure that all submissions are unbiased.

You may present your pricing as you would normally within your bidding process in your format, showing all of the different costs for services and options you have; however, those prices must be on a separate page giving us the ability to separate them out individually.

The signature below confirms that this proposal is valid for 180 days after the due date.

Supplier
Signature: _____
Name:_____
Title: _____
Date: _____

MANDATORY MINIMUM REQUIREMENTS

Respondents shall complete the pdf attached by indicating if the proposed solutions meet the mandatory minimum requirements listed. The comment column can be used for further explanation.

For each of the "Requirements" listed in the pdf attached, an inability to meet the requirement (as determined solely by MSU) may disqualify your proposal from further consideration. See section 7 Mandatory Minimum Requirements on page 3 of this RFP document.

In your response to the "Requirements", please use the below response codes to provide information on your ability to meet the specified requirement. MSU reserves the right to review, validate, and update responses provided in this section.

Y = Yes, this solution has this capability
N = No, this solution does not have this capability

MASTER SERVICE AGREEMENT

(attached as a separate document)

Please refer to Section 9 of the RFP Instructions when reviewing the Master Services Agreement terms and conditions.