

Vendor scoring sheet

Score each vendor 1 (poor) to 5 (excellent) on each criterion after demos and a proof of concept. Example values shown; replace them.

Criterion	What good looks like	Weight (%)	Vendor A	Vendor B	Vendor C	Notes
Works on our key applications	Reliable on our real apps, including complex screens	20	5	4	3	
Ease of content creation	Our own author builds a walkthrough in under an hour	15	4	5	3	
Content maintenance	Detects broken guidance after app updates; easy to fix	10	3	4	3	
Targeting and personalisation	Target by role, region, language and behaviour	10	4	4	3	
Analytics and reporting	Shows progress on our business outcomes, exports data	15	5	3	4	
Security and compliance	Meets our security review, certifications, data masking	10	5	5	4	
Implementation and support	Clear plan, responsive support, good references	10	4	4	5	
Total three-year cost	5 = best value for the scope we need	10	3	4	5	
Total weight (should be 100%)		100				
Weighted score (out of 5)			4.25	4.10	3.65	
Rank			1	2	3	
Leading vendor	Vendor A					