

# Vendor Selection Scorecard

*Criteria for Employee Awareness Programs*



**MediaPRO**

Cybersecurity & Privacy Education

# Introduction:

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This Vendor Selection Scorecard is designed to help security and privacy program administrators who are developing new employee awareness initiatives or want to enhance existing ones to help their organizations address the risks that employees pose to their company. The scorecard below assists in rating, analyzing, and comparing core features and functionalities offered by potential awareness program vendors as they make an informed selection.

## How to Use the Vendor Selection Scorecard:

The Vendor Selection Scorecard covers multiple areas of consideration when selecting an awareness program vendor, including: admin functions, learner experience, technical and vendor requirements, and company requirements.

Administrators can evaluate a potential vendor's solution against the requirements of a comprehensive awareness program by rating each potential vendor's solution as *Doesn't*, *Partially*, or *Fully*.

A digital copy of the scorecard with built-in scoring capabilities offers greater visibility into the significance of each feature, function, or requirement. For access to this version, [please contact](#) a MediaPRO representative!

### About MediaPRO:

MediaPRO is nationally recognized for producing award-winning online training that reduces risk and improves employee behaviors. Combine this training with our phishing, reinforcement, and assessment tools, and you've got an awareness program that meets your compliance requirements and safeguards business assets. MediaPRO's products are used by the most risk-aware companies in the world, have won more than 100 e-Learning awards, and have earned us a place as a Leader in Gartner's Magic Quadrant for Security Awareness Computer-Based Training.

# Employee Awareness Training Program Vendor Scorecard

Use this spreadsheet to identify your organization’s specific requirements for an employee awareness training program and compare vendors based on the requirements.

Evaluation Scoring Criteria:		
Fully	Full Score	1.00
Partially	Partial Score	0.50
Doesn't	No Score	0.00

SELECTION CRITERIA	WEIGHTED %	WEIGHTED SCORE	MEDIAPRO	CANDIDATE #2	CANDIDATE #3
<b>Overall Vendor Score: Rate each vendor</b>	<b>100%</b>	<b>220</b>	<b>220</b>	<b>0</b>	<b>0</b>
<b>ADMIN FUNCTIONS</b>	<b>55%</b>	<b>122</b>	<b>122</b>	<b>0</b>	<b>0</b>
<b>CONFIGURATION</b>	<b>8%</b>	<b>17</b>	<b>17</b>	<b>0</b>	<b>0</b>
Does the vendor’s solution allow you to apply your company logo and colors at no additional cost?		2	Fully		
Does the vendor’s solution provide the ability to automatically deploy content for the next 12 months, if desired?		2	Fully		
Does the vendor’s solution regularly provide new content specifically crafted for your industry?		6	Fully		
Does the vendor provide regular updates to ensure the content stays current (i.e. up-to-date information, industry best-practices, and regulations, in the last 12 months)?		5	Fully		
Does the vendor offer a configurable, drag-and-drop style program roadmap?		2	Fully		

SELECTION CRITERIA	WEIGHTED %	WEIGHTED SCORE	MEDIAPRO	CANDIDATE #2	CANDIDATE #3
<b>ADMIN TOOLS</b>	<b>7%</b>	<b>15</b>	<b>15</b>	<b>0</b>	<b>0</b>
Does the vendor's solution provide administrators with reporting and analysis tools?		5	Fully		
Can administrators easily deploy assessments, and analyze results within the vendor's solution?		4	Fully		
Does the solution identify individuals or groups that need additional training after assessments to close knowledge gaps?		4	Fully		
Does the vendor allow messaging notifications and reminders for individuals and groups?		2	Fully		
<b>BUDGET</b>	<b>5%</b>	<b>10</b>	<b>10</b>	<b>0</b>	<b>0</b>
Does the vendor provide flexible, tiered pricing options to fit your needs, within your budget?		6	Fully		
Does the vendor offer multi-year pricing models or enterprise license agreements (i.e. reduced per-seat license cost)?		2	Fully		
Does the vendor provide flexibility in adding additional users, courses and other tools/services on a just-in-time basis?		2	Fully		
<b>SIMULATED PHISHING TOOL CAPABILITIES</b>	<b>7%</b>	<b>16</b>	<b>16</b>	<b>0</b>	<b>0</b>
Does the vendor offer automated integration of employee and department directories with phishing target lists?		2	Fully		

SELECTION CRITERIA	WEIGHTED %	WEIGHTED SCORE	MEDIAPRO	CANDIDATE #2	CANDIDATE #3
<b>SIMULATED PHISHING TOOL CAPABILITIES</b>	<b>7%</b>	<b>16</b>	<b>16</b>	<b>0</b>	<b>0</b>
Does the vendor allow for the creation of simulated phishing campaigns targeted for specific groups of employees?		3	Fully		
Does the vendor offer a variety of simulated phishing email templates, with the ability to customize each, at no additional cost?		3	Fully		
Does the vendor offer the ability to customize email templates and include attachments for simulated phishing campaigns?		3	Fully		
Does the vendor allow administrators to send simulated spear phishing email campaigns with personalized greetings (as opposed to, "To whom it may concern") for each employee who receives the email?		2	Fully		
Does the vendor allow users to take action by reporting real-time phishing emails from their work email client, at no additional cost?		3	Fully		
<b>CONTENT COVERAGE AND DEPTH</b>	<b>13%</b>	<b>29</b>	<b>29</b>	<b>0</b>	<b>0</b>
Does the vendor provide set-and-go content that supports your core curriculum for topics including security, privacy, compliance, and phishing?		6	Fully		

SELECTION CRITERIA	WEIGHTED %	WEIGHTED SCORE	MEDIAPRO	CANDIDATE #2	CANDIDATE #3
<b>CONTENT COVERAGE AND DEPTH</b>	<b>13%</b>	<b>29</b>	<b>29</b>	<b>0</b>	<b>0</b>
Does the vendor provide specialized content that supports your business, including privacy and security for executives, incident reporting, and travel security?		5	Fully		
Does the vendor allow for the creation of customized content specific to your organization?		5	Fully		
Does the vendor offer a way of easily assigning role-based training (i.e., executives, sales, or teams that deal with specific standards, such as PCI or HIPAA)?		4	Fully		
Does the vendor provide courseware content for topics based on industry-proven frameworks (i.e., NIST, etc.)?		3	Fully		
Does the vendor release updated and new content on a recurring basis (monthly, quarterly, annually)?		3	Fully		
Does the vendor provide access to new and updated content based on regulations and emerging trends at no additional cost?		3	Fully		
<b>CUSTOMIZATION PROCESS, TIMELINE, AND PRICE</b>	<b>5%</b>	<b>10</b>	<b>10</b>	<b>0</b>	<b>0</b>
If desired, does the vendor have a clearly defined, adaptive customization process?		2	Fully		

SELECTION CRITERIA	WEIGHTED %	WEIGHTED SCORE	MEDIAPRO	CANDIDATE #2	CANDIDATE #3
<b>CUSTOMIZATION PROCESS, TIMELINE, AND PRICE</b>	<b>5%</b>	<b>10</b>	<b>10</b>	<b>0</b>	<b>0</b>
Can the vendor effectively provide documentation on the process for ensuring customization schedule, scope, and timeline?		5	Fully		
Does the vendor allow for making changes quickly and effectively with simple a la carte pricing?		3	Fully		
<b>ABILITY TO LOCALIZE AND TARGET</b>	<b>2%</b>	<b>5</b>	<b>5</b>	<b>0</b>	<b>0</b>
Does the vendor provide a robust set of already localized, ready-to-use, courses, and the ability to add additional languages affordably and efficiently, if needed?		3	Fully		
Does the vendor provide easily understandable localization pricing and delivery process information?		2	Fully		
<b>INTEGRATED REINFORCEMENT PROGRAM</b>	<b>6%</b>	<b>14</b>	<b>14</b>	<b>0</b>	<b>0</b>
Does the reinforcement solution include guidance for constructing a reinforcement or communication plan (i.e., a detailed roadmap of suggested reinforcement activities)?		4	Fully		
Does the reinforcement solution complement and integrate with the awareness training (i.e., built upon the same education principles, content coverage, etc.)?		5	Fully		

SELECTION CRITERIA	WEIGHTED %	WEIGHTED SCORE	MEDIAPRO	CANDIDATE #2	CANDIDATE #3
<b>INTEGRATED REINFORCEMENT PROGRAM</b>	<b>6%</b>	<b>14</b>	<b>14</b>	<b>0</b>	<b>0</b>
Does the reinforcement solution include passive reinforcement items such as posters, tent cards, and articles, at no additional cost?		2	Fully		
Does the reinforcement solution include active reinforcement items such as animations, videos, and games, at no additional cost?		3	Fully		
<b>VISUAL APPEAL</b>	<b>3%</b>	<b>6</b>	<b>6</b>	<b>0</b>	<b>0</b>
Does the training content utilize compelling and interactive visuals to increase learner engagement?		2	Fully		
Does the training content/scenarios include race and cultural diversity?		2	Fully		
Does the training solution show alignment and consistency between the content and visuals to ensure retention?		2	Fully		
<b>Additional Considerations (if required):</b>	<b>0%</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
1.					
2.					

SELECTION CRITERIA	WEIGHTED %	WEIGHTED SCORE	MEDIAPRO	CANDIDATE #2	CANDIDATE #3
<b>LEARNER EXPERIENCE</b>	<b>24%</b>	<b>53</b>	<b>53</b>	<b>0</b>	<b>0</b>
<b>LEARNING ENVIRONMENT</b>	<b>15%</b>	<b>33</b>	<b>33</b>	<b>0</b>	<b>0</b>
Does the vendor follow industry established adult learning principles?		5	Fully		
Does the vendor's training include interactive content (drag-and-drop, click-to-interact, etc.)?		5	Fully		
Does the vendor's training provide educational feedback (not just correct/incorrect) in response to user selections?		4	Fully		
Does the vendor's training content use motivational language to help users learn more and/or take action?		4	Fully		
Does the vendor's training include relevant role-based, or customizable learning scenarios?		4	Fully		
Does the vendor's training contain behavioral or scenario-based knowledge checks and assessment questions?		5	Fully		
Does the vendor's training allow users to rate courseware?		2	Fully		
Does the vendor's training give users the ability to provide feedback within the learning interface?		2	Fully		
Does the vendor's training include professionally recorded audio narration?		2	Fully		

SELECTION CRITERIA	WEIGHTED %	WEIGHTED SCORE	MEDIAPRO	CANDIDATE #2	CANDIDATE #3
<b>QUALITY OF SOFTWARE DESIGN</b>	<b>6%</b>	<b>13</b>	<b>13</b>	<b>0</b>	<b>0</b>
Does the training include easily understood controls for navigation, audio, and help?		3	Fully		
Does the training allow you to add customized content to keep training relevant?		4	Fully		
Can the vendor's training allow for forced linear assessment questions?		3	Fully		
Does the training have bookmarking capabilities (i.e., users can leave the course and return to the page they left)?		3	Fully		
<b>SPECIAL LEARNING FEATURES</b>	<b>3%</b>	<b>7</b>	<b>7</b>	<b>0</b>	<b>0</b>
Does the training offer the capability to "test out" of the training, if desired?		2	Fully		
Does the solution offer a configurable acknowledgement or pledge feature for company policies?		2	Fully		
Does the solution offer the capability to configure course length (i.e., microlearning to full-length courses)?		3	Fully		
<b>Additional Considerations (if required):</b>	<b>0%</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
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SELECTION CRITERIA	WEIGHTED %	WEIGHTED SCORE	MEDIAPRO	CANDIDATE #2	CANDIDATE #3
<b>TECHNICAL AND VENDOR REQUIREMENTS</b>	<b>9%</b>	<b>19</b>	<b>19</b>	<b>0</b>	<b>0</b>
<b>LEARNING MANAGEMENT SYSTEM, LMS READINESS (IF YOU HAVE AN LMS)</b>	<b>1%</b>	<b>3</b>	<b>3</b>	<b>0</b>	<b>0</b>
Does the vendor’s courseware and reinforcement items support LMS-standard communication protocols (including SCORM 1.2, SCORM 2004, AICC, and xAPI)?		2	Fully		
Does the vendor provide a test course that will validate LMS compatibility?		1	Fully		
<b>LMS AVAILABILITY (IF YOU NEED AN LMS)</b>	<b>0%</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
Does the vendor offer a hosted delivery solution for training and reinforcement?		0	Fully		
Does the vendors platform support LMS-standard communication protocols (including: SCORM 1.2, SCORM 2004, and AICC)?		0	Fully		
Does the vendor allow you to add learners and run reports ad-hoc, without extra fees?		0	Fully		
Does the vendor allow you to send both at-will and scheduled email reminders to end users?		0	Fully		
Does the solution support courseware Single Sign On (SSO) integration requirements?		0	Fully		

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<b>PLATFORM AND DELIVERY REQUIREMENTS</b>	<b>7%</b>	<b>16</b>	<b>16</b>	<b>0</b>	<b>0</b>
Does the solution work on current standard operating systems and browser configurations (i.e. Chrome, Firefox, Safari, and Internet Explorer)?		4	Fully		
Does the solution work without proprietary browser plug-ins?		3	Fully		
Does the vendor's solution adhere to 508-accessibility and Web Content Accessibility Guidelines (WCAG) 2.0 standards to an "AA" level?		2	Fully		
Does the vendor have verification of this accessibility adherence (i.e. VPAT report)?		3	Fully		
Does the solution run on tablets for mobile delivery (i.e., Android, iOS, Windows)?		2	Fully		
Does the solution allow you to load courses on an internal server if LMS tracking/metrics aren't desired?		2	Fully		
<b>Additional Considerations (if required):</b>	<b>0%</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
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SELECTION CRITERIA	WEIGHTED %	WEIGHTED SCORE	MEDIAPRO	CANDIDATE #2	CANDIDATE #3
<b>COMPANY REQUIREMENTS</b>	<b>12%</b>	<b>26</b>	<b>26</b>	<b>0</b>	<b>0</b>
<b>VENDOR PARTNERSHIP</b>	<b>6%</b>	<b>14</b>	<b>14</b>	<b>0</b>	<b>0</b>
Does the vendor have a dedicated support team, or an online help center repository?		2	Fully		
If desired, does the vendor provide your team a single-point-of-contact project manager to provide program/industry best practices and guidance?		2	Fully		
Does the vendor have experience in providing training content to a variety of company sizes, backgrounds, and industries?		3	Fully		
Does the vendor have evidence of third-party validation for their courses (i.e. awards, or industry recognition)?		3	Fully		
Does the vendor have references that can validate a positive overall business relationship?		2	Fully		
Does the vendor have references for meeting project commitments and expectations?		2	Fully		

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<b>VENDOR QUALITY AND HISTORY</b>	<b>5%</b>	<b>12</b>	<b>12</b>	<b>0</b>	<b>0</b>
Can the vendor provide a demonstration of other successful implementations?		2	Fully		
Can the vendor show evidence of financial strength and longevity?		2	Fully		
Does the vendor have documentation on use policies?		2	Fully		
Does the vendor provide unrestricted access to their content and development roadmap to ensure program sustainability?		4	Fully		
Are the vendor contracts straightforward and easy to understand?		2	Fully		
<b>Additional Considerations (if required):</b>	<b>0%</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
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