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CHECKLIST

Checklist: choosing DAM software

Scoring matrix with 8 criteria for up to three vendors

This checklist helps you choose DAM software in a structured, comparable way. You score up to three vendors against the same eight criteria, weight the criteria according to your requirements and get a transparent total score for each vendor.

The matrix does not replace a test with your own data. Use it to record impressions from demos and the proof of concept and to reach a decision together as a project team.

How to use this checklist

1. **Weight:** Before the first demo, give each criterion a weight from 1 to 3. Do this as a project team and without a particular vendor in mind.
2. **Score:** After each demo or proof of concept, give each criterion 1 to 5 points. Record your impressions straight after the meeting.
3. **Calculate:** Multiply the points by the weight and enter the result in the “wtd.” column.
4. **Compare:** Add up the weighted points. The maximum total is 120 points (8 criteria × weight 3 × 5 points).

Scale and weighting

Scoring scale

Points	Meaning
5	Fully meets the requirement, proven in the test
4	Largely meets the requirement, minor gaps
3	Partly meets the requirement or only with a workaround
2	Barely meets the requirement, major adjustments needed
1	Does not meet the requirement or cannot be proven

Weighting

Value	Meaning
3	Must-have, decisive for the selection
2	Important, but not decisive
1	Nice to have

Example: integration capability has a weight of 3 and vendor A scores 4 points. Weighted points: 3 × 4 = 12.

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Scoring matrix

Enter the vendor names at the top. “Pts” = points 1–5, “wtd.” = points × weight.

Criterion	Weight	Vendor A		Vendor B		Vendor C	
	1–3	Pts	wtd.	Pts	wtd.	Pts	wtd.
Use cases Which tasks should the software solve?							
Innovation capability Product development, role of AI							
Scalability Growth in data volume and users							
Integration capability Connections to CMS, PIM, shop, design tools							
Security and compliance Permissions, data location, GDPR							
Usability Search, operation, onboarding							
Customer support and training Onboarding, availability							
Cost and ROI Licence, setup, operation							
Weighted total (max. 120)							
Rank							

Tip: If two vendors are close, the criteria with a weight of 3 and the result of the proof of concept should decide.

Notes