

Enterprise Video Platform RFP Scorecard and Buyer's Guide

A practical framework for evaluating enterprise video platforms across technology, security, AI, delivery, implementation and commercial requirements.

Why an EVP scorecard matters

An enterprise video platform decision touches multiple stakeholders and often combines requirements that are difficult to compare on a simple feature checklist. A structured scorecard creates an auditable decision record by capturing each criterion, its owner, weighting, provider evidence, score, open questions and risk flag. It also exposes the gaps that need validation before a recommendation is made.

This guide covers content lifecycle management, AI and search, live streaming and eCDN, security and governance, integrations, analytics, accessibility, implementation, migration, and commercial and support assumptions.

How to Use the Scorecard

1. **Assign an owner** — Give each requirement to the team best equipped to validate it.
2. **Confirm weighting** — Adjust suggested percentages to reflect your organization's priorities.
3. **Require evidence** — Ask for documentation, demonstrations, architecture diagrams, certifications, or customer references.
4. **Score consistently** — Use the same 1–5 definition for every provider and score demonstrated capability.
5. **Capture open questions** — Document unresolved technical, security, migration, commercial, and contractual questions.
6. **Flag risk separately** — Use a risk flag so a strong aggregate score cannot hide a major issue.

Scoring Methodology

Score	Definition	How to interpret it
1	Does not meet	Requirement is unavailable or creates a material gap.
2	Partially meets	Capability exists but significant limitations, workarounds, or dependencies remain.
3	Meets	Provider satisfies the stated requirement at an acceptable enterprise level.
4	Exceeds	Provider goes beyond the requirement with meaningful additional capability or operational benefit.
5	Significantly exceeds	Provider demonstrates a differentiated capability with clear strategic or business value.

Risk Flag

GREEN: Validated requirement with no material concern identified.

YELLOW: Concern requires clarification, testing, contractual protection, or mitigation.

RED: Material gap, failed critical requirement, or unresolved issue that could affect the recommendation.

Enterprise Video Platform RFP Evaluation Grid

Use the blank columns to capture provider-specific evidence, scores, unresolved questions, and risk. Suggested weights total 100% and can be adjusted to reflect your priorities.

Evaluation Area	Criterion	Suggested Owner	Weight	Provider Evidence	Score 1–5	Open Questions	Risk Flag
 Content Lifecycle Management	Centralized enterprise video library	IT / Comms	2%				
	Automated video ingestion from enterprise systems	IT	2%				
	Metadata, tagging, categorization, and organization	Comms / Knowledge Mgmt	3%				
	Retention, archival, and deletion policies	IT / Compliance	3%				
	Granular content permissions and sharing controls	IT / Security	3%				
 AI & Video Intelligence	Library-wide semantic search and summaries, plus transcript search	IT / Knowledge Mgmt	3%				
	Automated transcription, summarization, chapters and metadata generation	Comms / Knowledge Mgmt	3%				
	Library-wide conversational agent /Video-specific AI assistant capabilities	IT / AI Team	3%				
	Ability to make video intelligence available to AI agents and enterprise systems	IT / AI Team	5%				
	AI governance and data protection	Security / AI Governance	2%				

Evaluation Area	Criterion	Suggested Owner	Weight	Provider Evidence	Score 1–5	Open Questions	Risk Flag
 Live Streaming & eCDN	Enterprise-grade live streaming and webcasting	Comms / IT	3%				
	Support for large-scale and global events	IT / Network	3%				
	Native or integrated eCDN capabilities	Network / IT	4%				
	Peer-to-peer, edge caching, and multicast options	Network / IT	3%				
	Network analytics and bandwidth optimization	Network / IT	2%				
 Security & Governance	SSO, MFA and enterprise identity integration	Security / IT	4%				
	Role-based access controls	Security / IT	2%				
	Encryption in transit and at rest	Security	2%				
	Audit logs and compliance reporting	Security / Compliance	2%				
	Data residency and geographic controls	Legal / Security	2%				
	Automated content compliance / policy enforcement	Compliance / Security	2%				
	Relevant security certifications and third-party validation	Security / Procurement	2%				
 Integrations & Extensibility	APIs, SDKs, and developer capabilities	IT / Development	3%				
	Integration with collaboration and meeting platforms	IT	2%				
	Embedding capabilities and integration with enterprise workflows, knowledge platforms, and AI ecosystems	IT / AI Team	3%				
	LMS, intranet, and digital workplace integrations	IT / HR / Comms	3%				

Evaluation Area	Criterion	Suggested Owner	Weight	Provider Evidence	Score 1–5	Open Questions	Risk Flag
 Analytics	Content and viewer engagement analytics	Comms / L&D	2%				
	Live event analytics	Comms / IT	2%				
	Viewing and usage insights	Knowledge Mgmt / Comms	2%				
	Exportable data, APIs, and BI integration	IT / Analytics	1%				
 Accessibility & Globalization	Automated captions and transcripts	Accessibility / Comms	2%				
	Translation and multilingual support	Comms / Global Teams	2%				
	Accessibility standards support	Accessibility / Legal	2%				
 Implementation & Migration	Implementation methodology and resources	IT / PMO	2%				
	Bulk migration capabilities	IT	2%				
	Metadata, permissions, and content preservation during migration	IT / Compliance	2%				
	Migration automation, tooling, and estimated timeline	IT / PMO	2%				
 Commercial & Support	Licensing model and total cost of ownership	Procurement / Finance	3%				
	Scalability and costs as usage grows	Finance / IT	2%				
	SLA, uptime, and service commitments	IT / Procurement	2%				
	Enterprise support model and escalation process	IT	2%				
	Customer success, training, and adoption services	Comms / IT	2%				

Final Validation Before Recommendation

Use the completed scorecard to identify which gaps must be validated before a final recommendation. The goal is not simply to identify the provider with the highest numerical score, but to determine which platform best satisfies your organization's critical requirements with acceptable risk.

Recommended validation methods

Validation Method	Best Used For
Live product demonstration	Confirm workflows, usability, administration, analytics, AI/search, and live event capabilities.
Technical architecture review	Validate deployment, network, eCDN, identity, APIs, integrations, scalability, and data flows.
Security / compliance review	Validate controls, certifications, auditability, governance, data handling, and policy requirements.
Proof of concept	Test critical workflows with your users, content, network conditions, and integrations.
Migration assessment	Confirm volume, metadata, permissions, timelines, automation, and preservation requirements.
Customer references	Validate enterprise scale, support experience, implementation quality, and real-world outcomes.
Commercial / contractual review	Confirm licensing assumptions, growth costs, SLAs, support terms, and contractual protections.

Buyer Tip

Assign each requirement to an internal owner before issuing the RFP. Require providers to substantiate responses with evidence, score each capability against the same standard, and flag unresolved risks. The completed scorecard becomes an auditable decision record and makes it easier to identify which gaps must be validated through demos, technical reviews, references, or a proof of concept before making a final recommendation.

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