

Small-to-Medium Business (SMB) LMS Vendor Evaluation Checklist

Criteria	Question(s) to Ask	Purpose of Question(s)
Cost & Pricing Model	What is the total cost, including add-ons? Can I scale incrementally?	Ensures you don't overspend prematurely
Scalability	Can system performance and architecture scale from 100 → 1,000+ users?	Prevents outgrowing the system too fast
Compliance & Reporting	Can the LMS automate training assignments, track expiry, generate audit logs?	Mitigates regulatory and legal risk
Ease of Use	How long will it take me to onboard admins and learners? Is the LMS UI intuitive?	Reduces support burden and boosts adoption
Integrations	Does it sync with HR/HRIS, CRM, and other business systems?	Enables workflow automation and data consistency
Analytics & ROI	Are dashboards customizable and comprehensive? Can I extract my target business metrics?	Helps prove the value of your investment
Content & Authoring	Is there a learning content library? Can I author custom content?	Speeds deployment and allows customization
Mobile Access	Is the LMS mobile friendly? Does it support offline or low-bandwidth access?	Ensures flexibility and accessibility
Support & Onboarding	What level of training or onboarding is included? What's the support SLA?	Determines long-term success and adoption