

## BUSINESS ASSESSMENT HIGHLIGHTS

- Clarify current accessibility status.
- Rank IT systems according to accessibility exposure.
- Quantify accessibility risk to determine projects with the highest ROI.
- Incorporate accessibility into existing processes.
- Determine relevant functional groups and their roles in an accessibility initiative.
- Locate opportunities where accessibility can become a competitive advantage.
- Compare and prioritize accessibility with other organizational directives.

## SELECT CUSTOMERS

Organizations beginning their accessibility initiatives with a Business Assessment include:

- Cisco Systems
- Wells Fargo Bank
- Hewlett-Packard
- SAP
- Informatica
- Monster.com
- SPSS
- Royal Bank of Canada

## THE INITIAL ASSESSMENT FRAMEWORK

SSB's Initial Assessment Framework includes both a Business Assessment and Technical Assessments to begin your organization's accessibility initiative. A Business Assessment analyzes the relevant standards, markets, IT systems, and competitive pressures that your organization faces in order to quantify current accessibility risk and provides expert recommendation on the standards, effort and budget required to meet your accessibility goals. The Technical Assessments analyze at-risk IT systems, as identified by the Business Assessment, to determine their current level of compliance and the technical changes required to achieve accessibility. The Initial Assessment Framework fulfills the Assess phase of SSB's Assess, Address, Assure™ accessibility solution.

## SSB BUSINESS ASSESSMENT

An SSB Business Assessment analyzes the risks that your organization faces from inaccessible IT systems produced for sale or maintained internally, including Web sites, Web applications, software and hardware. Due to legislation that varies from country to country and the many ways IT systems are used and deployed, every organization faces a unique set of requirements, risks, and opportunities from accessibility. A Business Assessment examines relevant country-specific accessibility standards, the types and functions of your IT systems, and internal processes to determine overall accessibility risk, opportunities where accessibility can become a competitive advantage, and enhancements to existing practices that can help your organization achieve and maintain accessibility. Once the analysis is performed, the results enable all relevant functional groups within your organization—including management, legal, marketing, sales, and engineering teams—to appropriately address accessibility.

## WHERE DOES A BUSINESS ASSESSMENT FIT IN THE PROCESS?

The SSB Business Assessment is the first step in the Assess phase of your organization's accessibility initiative. Its findings clarify how accessibility affects your organization and identifies the IT systems that pose the greatest risk. After the Business Assessment, your organization can fulfill the Assess phase by performing Technical Assessments on relevant IT systems.

## WHO USES A BUSINESS ASSESSMENT?

Accessibility is an organization-wide issue that involves management, legal, marketing, sales, and engineering teams. A Business Assessment identifies the risks and opportunities that accessibility presents to each of these teams, and facilitates enterprise-wide cooperation for your organization's accessibility initiative.

## WHY ACCESSIBILITY?

**Avoid litigation** - Legislation requires organizations to maintain accessible IT systems. In addition, anti-discriminatory litigation enables both employees and customers to pursue legal action against organizations if IT systems do not provide equal access for people with disabilities.

**Protect brand** - Inaccessible IT systems, such as public facing Web sites, place an organization's brand in jeopardy. An organization that excludes people with disabilities will lose business.

**Increase revenues** - Current and future revenues are at risk. Accessibility is required when selling IT systems to the U.S. Federal government. Similar legislation in the EU, Canada, Australia, and Japan provides accessibility requirements for global businesses. In addition, people with disabilities are an attractive market. In the U.S. alone, there are more than 50 million people with disabilities who command over \$175 billion in discretionary income.



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## BUSINESS BENEFITS OF ACCESSIBILITY

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Achieving accessibility offers important benefits:

- Avoid costly litigation
- Increase public sector sales
- Enhance brand
- Lower help desk costs
- Improve product usability

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## CONTACT SSB

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To learn more about how SSB can help your organization achieve accessibility, contact us today to speak with an Accessibility Expert.

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## BUSINESS ASSESSMENT DETAILS

An SSB Business Assessment analyzes the risks your organization faces based on your markets, types and uses of IT systems, and competitive pressures. Using proprietary techniques developed through years of experience, SSB will provide a thorough and complete analysis of your accessibility status, emphasizing ways that accessibility can increase revenues, avoid punitive damages, and enhance brand image. The Business Assessment also identifies which functional groups within your organization are affected by accessibility and how they can be best integrated into an accessibility initiative.

## ASSESSMENT METHODOLOGY

To determine your organization's overall accessibility status, a Business Assessment incorporates four separate analyses:

- **IT System Analysis** – SSB analyzes the types and uses of your organization's IT systems to determine their accessibility risk. For example, a public Web site with product support information poses a greater risk than a software program used internally by a few employees.
- **Market Analysis** – Accessibility requirements and opportunities vary depending on the international markets that your organization operates in and your competition. SSB examines your markets and competition to identify risks to existing revenue streams and opportunities where accessibility can become a competitive advantage.
- **Internal Process Analysis** – Accessibility is best addressed when it is incorporated into existing practices. SSB will analyze existing development processes to identify non-invasive changes that can allow your organization to effectively develop accessible IT systems moving forward.
- **Functional Group Analysis** – SSB will examine the various functional groups within your organization that are relevant to accessibility—including management, legal, marketing, sales, and engineering—to identify ways they can contribute to an accessibility initiative. This enables open collaboration that will facilitate reaching the appropriate level of accessibility.

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## DELIVERABLE

Upon project completion, SSB will deliver a report detailing your organization's overall accessibility exposure as well as recommended changes to business and technical processes. The report identifies IT systems where accessibility is most important, opportunities to make accessibility a competitive advantage, and recommended next steps that offer the most compelling return on investment. The Business Assessment also includes information relevant to each functional group within your organization to integrate your accessibility efforts across the enterprise. The report is typically delivered onsite to facilitate open communication between your organization and SSB's Accessibility Experts.

## ABOUT SSB TECHNOLOGIES

SSB Technologies provides solutions that resolve the revenue loss, punitive damages, and compliance risks created by inaccessible Information Technology (IT) systems, including Web sites, Web applications, software, and hardware. SSB's proven Assess, Address, Assure™ solution integrates the business and technical requirements necessary to transform accessibility from a liability into a competitive advantage. With over 400 public and private sector customers, 600 successfully completed projects, and award-winning software, SSB has the experience and expertise to ensure that your organization reaches its accessibility goals.