

WEB SITE ASSESSMENT HIGHLIGHTS

- Clarify current accessibility status.
- Obtain reliable, independent analysis using standardized testing methodologies.
- Create a prioritized project plan and budget for implementing corrections.
- Review code-level examples of accessibility errors and recommended solutions.
- Detail how organizational process changes can help your organization become accessible.

SELECT CUSTOMERS

Organizations beginning their accessibility initiatives with a Web Site Assessment include:

- Hewlett-Packard
- Cisco Systems
- Social Security Administration
- Wells Fargo Bank
- Monster.com
- VISA International
- Royal National Bank of Canada
- HotJobs.com

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. 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 WEB SITE ASSESSMENT

An SSB Web Site Assessment analyzes your organization's Web sites to determine their compliance with relevant accessibility standards. Using proprietary methodologies and technology developed through over 600 successfully completed projects, SSB provides a thorough and complete analysis of the accessibility of your Web sites. Our report clearly identifies and prioritizes all accessibility errors within your Web sites and provides the information necessary to implement corrections. A Web Site Assessment enables your organization to accurately represent its current accessibility status, effectively allocate time and budget for implementing corrections, and demonstrate its commitment to providing accessible IT systems.

WHERE DOES A WEB SITE ASSESSMENT FIT IN THE PROCESS?

A Technical Assessment of your organization's Web sites is part of the Assess phase of your accessibility initiative. The Assessment findings enable your organization to understand its current status and make effective plans to reach the appropriate level of accessibility. A comprehensive accessibility project begins with a Technical Assessment of the Web sites identified as at-risk in your organization's Business Assessment.

WHO USES A WEB SITE ASSESSMENT?

A Web Site Assessment is most effective when its results are shared across the enterprise. A Web Site Assessment report includes high-level analysis allowing management, legal and marketing teams to understand current accessibility status and its impact on business operations. The report also includes code-level details enabling engineering management, Webmasters, Web developers, and QA engineers to correct accessibility errors.

WHY WEB SITE ACCESSIBILITY?

Web site accessibility is essential for maintaining your organization's brand image and avoiding litigation. Because a Web site is the public face of your organization, discrimination will have a negative brand impact. In addition, if Web site services—including support information, online transactions, and search functionality—are inaccessible, your organization risks lawsuits based on anti-discriminatory legislation. Many organizations face increased pressures:

- **Public sector organizations** including **U.S. Federal government** agencies are required by laws such as Section 508 to make their Web sites accessible.
- **E-businesses**, including **Financial Services** companies, risk lost revenue and anti-discriminatory litigation for maintaining inaccessible Web sites.
- **Hardware** and **software** manufacturers with product support information online must maintain accessible Web sites in order to sell products to the U.S. Federal government market.

Inaccessible Web sites expose your organization to revenue loss, punitive damages, and compliance risks. An SSB Web Site Assessment is the first step toward resolving these risks.



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BUSINESS BENEFITS OF ACCESSIBILITY

Achieving accessibility offers important benefits:

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

CONTACT SSB

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

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ASSESSMENT METHODOLOGY

SSB uses a proprietary testing methodology to analyze the accessibility of your organization's Web sites. Testing includes four separate analyses:

- **Automated Analysis** - SSB uses automated testing technology based on our award-winning InFocus™ software. The first commercially available tool for finding and fixing Web site accessibility errors, InFocus includes over 115 tests covering all major international standards. Automated testing is highly effective for finding and fixing code-level accessibility errors.
- **End-user Analysis** - SSB conducts testing by people with disabilities using leading Assistive Technologies (AT). Prior to testing, SSB works with your organization to identify functional tasks performed on your Web site such as searching for product information or completing a form. Technologists with disabilities execute each of these test cases using relevant assistive technologies and provide structured feedback. This testing allows your organization to determine the usability of the site for people with disabilities.
- **Manual Review Analysis** - SSB's Accessibility Experts use a proprietary checklist to manually review Web pages and HTML code captured from your organization's Web sites. Manual tests help identify complex compliance violations and the most efficient accessibility fixes.
- **Prioritization Analysis** - All accessibility violations are analyzed and ranked based on their impact on users with disabilities, how difficult they are to correct, and how likely the violations are to be noticed. These metrics enable your organization to prioritize corrections and gain the highest possible return on investment for your efforts.

DELIVERABLE

Upon project completion, SSB delivers a thorough report detailing the accessibility status of your organization's Web sites. The report includes high-level information on overall status that is relevant to several groups within your organization including management, legal, sales, and marketing. In addition, the report includes code-level details of all accessibility violations across your organization's Web sites along with recommended fixes. This specific information can be provided to individual developers allowing them to correct any errors on their pages. 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.

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