

SELECT CUSTOMERS

SSB has enabled leading hardware manufacturers to reach their accessibility goals, including:

- SUN Microsystems
- Hewlett-Packard
- Fujitsu
- General Electric
- AT&T
- Xerox

SSB EXPERTISE

SSB's country-specific standards expertise can ensure your organization's compliance with:

- Section 508 of the Rehabilitation Act (USA)
- Disability Discrimination Act (United Kingdom)
- W3C Web Content Accessibility Guidelines (International)
- Section 255 of the Telecommunications Act (USA)
- Section 504 of the Rehabilitation Act (USA)
- Americans with Disabilities Act (USA)
- Disability Discrimination Act (Australia)
- eEurope Initiatives (European Union)
- Common Look and Feel Standards (Canada)



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ACCESSIBILITY FOR HARDWARE MANUFACTURERS

Accessibility is an important requirement for Information Technology (IT) hardware manufacturers. Companies manufacturing inaccessible hardware products face lost revenues, punitive damages, and negative brand impact. To avoid these risks, hardware manufacturers must ensure compliance with accessibility requirements mandated by Section 508 of the Rehabilitation Act, the Americans with Disabilities Act (ADA), and country-specific legislation in international markets.

SSB Technologies has extensive experience helping hardware manufacturers achieve accessibility. SSB has developed unique solutions for addressing common problems for hardware manufacturers, such as integrating accessibility into development processes, implementing alternative interfaces, and retrofitting legacy systems. SSB is the proven partner for helping hardware manufacturers create and maintain accessible Information Technology (IT) systems.

ACCESSIBILITY REQUIREMENTS

Laws and policies affecting hardware manufacturers include:

- **Section 508 of the Rehabilitation Act** – Section 508 requires that all IT systems used, developed, procured, and maintained by the Federal government be accessible to people with disabilities. If a hardware device is not accessible, it cannot be purchased by Federal government agencies.
- **Americans with Disabilities Act (ADA)** - the equal access requirement of the ADA requires hardware accessibility. Just as physical office locations must provide equal access for people with disabilities through ramps and elevators, similar accessibility enhancements are required for hardware products.
- **International** – Hardware manufacturers must also comply with accessibility requirements for international markets including the United Kingdom, European Union, Canada, Japan, and Australia.

RELEVANT IT SYSTEMS

Accessibility is relevant to all IT systems created and used by hardware manufacturers. The following IT systems commonly deployed by hardware companies face the strongest accessibility requirements:

- **Products** – Hardware devices developed by companies for sale must be accessible to people with disabilities and compliant with accessibility standards to protect public sector revenues.
- **Associated Software** – Software associated with hardware devices—including device drivers, configuration utilities and administration interfaces—must be accessible to ensure that hardware is usable by people with disabilities.
- **Product Support** – Product support services, including customer support information, help documentation, and help desk services, must be accessible for hardware products to be considered fully accessible.
- **Internal IT Systems** – IT systems used internally to perform essential job responsibilities, such as Intranets, software applications, and hardware, must be accessible in order to avoid legal action by employees with disabilities.

CASE STUDY

A leading hardware manufacturer contacted SSB needing to understand its accessibility status for an RFP from a Federal agency. The Federal agency was also an SSB customer, enabling SSB to serve as a liaison between the parties. To provide the company with a competitive advantage in the procurement, SSB:

- Assessed the accessibility status of the relevant products.
- Developed an implementation plan that would achieve the necessary level of accessibility.
- Delivered Training and Implementation Services to help the company achieve accessibility.
- Tailored accessibility documentation to the agency's preferred format and specifications.

As a result of these efforts, the company won the agency procurement. The agency was so impressed by the company's commitment to accessibility that it recommended the products to other agencies.

WHY USE SSB?

SSB Technologies is the proven accessibility partner. We offer the best:

Experience - SSB has worked with over 400 customers and successfully completed more than 600 consulting projects, many with leading hardware manufacturers.

Methodology - Our Assess, Address, Assure solution integrates the business and technical requirements necessary for creating and maintaining accessible hardware products.

Expertise - Founded by people with disabilities, SSB maintains a proprietary knowledge-base developed through years of experience, participation in Section 508 and World Wide Web Consortium standards development processes, and collaboration with disability advocacy groups.

Technology - SSB developed the first commercial accessibility testing software after years of research. The InFocus Suite still leads the field, offering the highest levels of automation and most complete set of accessibility tests. SSB software can save up to 90% of the cost and time required to become compliant.

THE SSB ACCESSIBILITY SOLUTION FOR HARDWARE MANUFACTURERS

SSB offers targeted products and services that enable hardware manufacturers to create and maintain accessible devices. SSB products and services are most effective when incorporated into our unique Assess, Address, Assure™ accessibility solution which integrates the business and technical requirements necessary for achieving and maintaining accessibility.

Assess products and services clarify current accessibility status and prepare your organization to implement accessibility enhancements. They include:

- **Business Assessment** - analysis of business operations to identify and prioritize organization-wide accessibility risks, reviewing threats to public sector sales from more accessible competitors and opportunities where accessibility can become a competitive advantage to increase revenues.
- **Technical Assessments** - review of hardware devices and product support services to identify all accessibility violations and determine the most effective ways to achieve the required level of accessibility.

Address products and services enable hardware manufacturers to save time and money implementing accessibility enhancements. They include:

- **InFocus software** - powerful automation enabling developers to find and fix accessibility violations in online product support information.
- **Training** - targeted courses teach engineers to effectively incorporate accessibility into hardware products. Courses are customized to provide solutions for known problems in your organization's hardware products and modified to the experience levels of participants.
- **Implementation Services** - provide on-demand solutions customized to your organization's implementation needs. Services include Project Plan Development, Outsourced Accessibility Support, and Documentation Development.

SSB ACCESSIBILITY SOLUTION (CONT.)

Assure products and services ensure that accessibility is maintained over time. As products are updated, legislation and standards are revised, and new assistive technologies are released, SSB ensures that your organization stays on top of changes that may affect your accessibility status. They include

- **Audit** - validates that accessibility enhancements were correctly implemented during the Address phase and that accessibility is maintained over time. Audits ensure that new releases of hardware products remain accessible.
- **Accessibility Management Program** - provides access to SSB Accessibility Experts to answer all accessibility questions, from legal to technical. The Accessibility Management Program helps hardware manufacturers effectively manage all aspects of an accessibility initiative.
- **Accessibility Certification** - certifies that relevant IT systems are usable by people with disabilities. Accessibility Certification from the National Federation of the Blind is a powerful competitive differentiator enabling hardware manufacturers to increase public sector sales, decrease legal liabilities, and enhance brand.

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.

MOVING FORWARD WITH SSB

Please contact us at (415) 975-8000 to speak with an Accessibility Expert about SSB's solutions for hardware manufacturers.

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