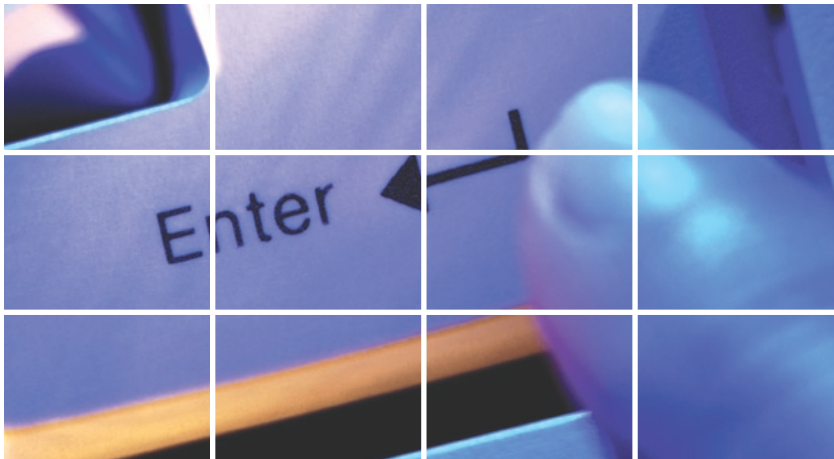


Web accessibility: building the 'total customer experience'



Accessibility law

UK companies must comply with the Disability Discrimination Act 1995, which requires them to make Web sites accessible to people with disabilities. The Act comes into force in its entirety on October 1st 2004. Companies that don't comply could be liable for legal action and subsequent financial penalties.

IBM: your accessibility partner

IBM runs dedicated Accessibility Centres in the US and Europe, and numerous Usability Competency Centres around the world, including the UK. Decades of experience have resulted in a wide range of accessibility best practice, solutions and services, delivered by specialists from IBM Business Consulting Services.

Highlights

- ***Inaccessible Web sites expose your company to legal risk and unexpected Web redevelopment costs. Accessible Web sites bring benefits for everyone – not just for people with disabilities***
- ***Inaccessible Web sites damage your brand image and can have a direct effect on potential revenue. Accessible Web sites help create more valuable customer relationships***
- ***Accessibility legislation applies to all internal and external Web sites. If your business relies on the Web you need to act now to minimise the impact on your organisation.***

Accessibility across your business

Web accessibility affects the whole of your organisation – from the legal department to IT, HR, sales and marketing. That's because Web accessibility concerns the 'total customer experience'. It's about the way people do business with your company online, their perception of your brand and service, and the way you manage ongoing relationships with customers, partners and employees throughout your online activities.

With IBM as your accessibility partner, you can develop more inclusive and successful online relationships. You can help meet legal requirements for Web accessibility, and at the same time help improve customer satisfaction, increase revenue potential, and protect and enhance your brand image.

IBM Accessibility Review services

IBM Accessibility Review services start by developing an understanding of your business model, objectives, organisation and processes. This enables us to consider the impact of accessibility on your unique business environment, from the customer, partner and employee experience to the affect on your brand image online. The resulting report includes:

- *A review of your accessibility strategies, policies, processes, management controls and architectures*
- *A review of your Web site/portal/multi-channel experience using advanced accessibility assessment tools*
- *Risk analysis that assesses the impact of the findings on your business objectives and requirements*
- *Details of your accessibility strengths and weaknesses, and the gap to compliance*
- *Recommendations for tactical and strategic improvement.*

IBM Accessibility Solutions

IBM Accessibility Solutions embed accessibility into the heart of a 'total customer experience' that promotes easier access to products, services and information. We can help you implement an effective accessibility strategy through processes, architecture and innovative technology:

- *Defining a strategy that clearly sets out your organisation's accessibility vision, specific goals and approach to execution. This results in a strategic roadmap and implementation plan, aligned with business, market and budgetary requirements*
- *Designing and building the 'total customer experience' for your Internet and intranet presence. Our innovative user-centred design method embraces creative concepts, visual design, information architecture, site development, integration and long-term governance*
- *Building in long-term accessibility with solutions that monitor your Web activities on an ongoing basis, and correct non-compliant Web content before it is published by embedding accessibility into your content creation process.*

For more information

For more information on accessibility and IBM accessibility solutions visit

ibm.com/bcs/uk



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