

**Joint ITU-T & G3ict Forum 2008**

**“The Convention on the Rights of Persons with Disabilities:  
Challenges and Opportunities for ICT Standards”**

**Structuring Development Processes to  
Achieve Global Accessibility Compliance**

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# Background

- CA is the 5<sup>th</sup> largest Global software vendor
  - ➡ ~\$4B annual revenue
  - ➡ ~5000 engineers
  - ➡ Hundreds of products on all platforms
- Accessibility Program started in 2004

# Why Do We Care?

- Public Sector requirement
  - US Government annual spending on software ~ **\$34B**
  - Accessibility compliance is required
    - Voluntary Product Accessibility Template (VPAT)
  - CA is being asked for commitment statements
  - Directly impacts our competitiveness in Public Sector opportunities
- Private Sector / Customer requirements
  - American's with Disabilities Act requires a "reasonable accommodation"
- Litigation risk
- Competitors are compliant
- Above all: It is the right thing to do

# Program Goals and Deliverables

Goal: Enabling CA to create efficient and easy-to-use products for all users and become a recognized industry leader in advancing the cause of universal access

- Go above and beyond criteria
- Develop comprehensive resources
- Train and develop expertise
- Enhance standards and processes

**Institutionalize accessibility**

# Our Partner

## ■ The Paciello Group

➔ <http://paciellogroup.com>



## ■ Reviewing and Developing

- ➔ Standards
- ➔ Processes and methodologies
- ➔ Policies and Procedures
- ➔ Roadmaps
- ➔ Training
- ➔ Help Desk services
- ➔ Product certification review and support

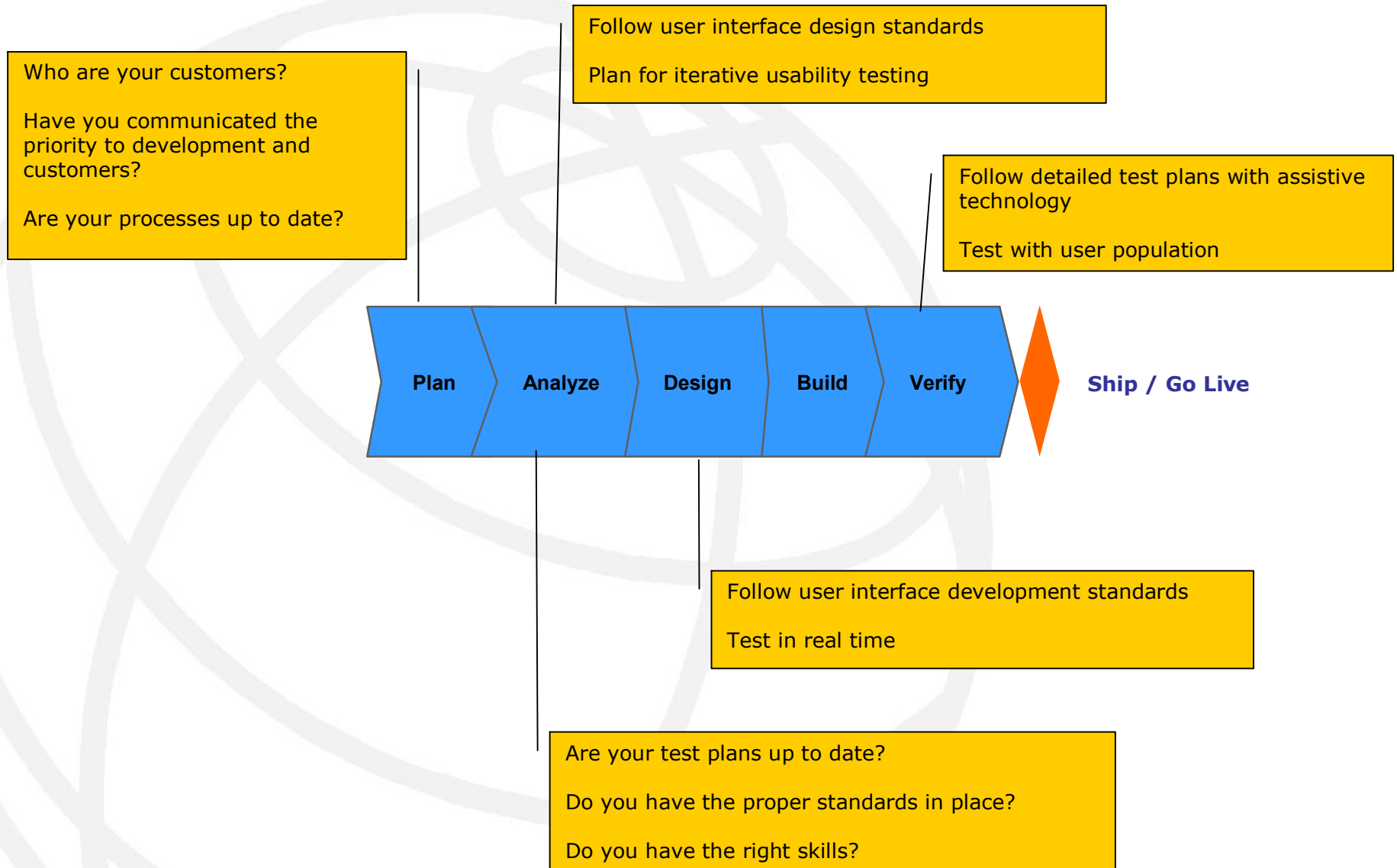
# Dispelling Myths

Myth	Fact
Accessibility compliance is expensive	Once standards and processes are in place, incremental costs are minimal
Achieving compliance is difficult	Implementing industry best practices is done via relatively simple markup or user interface code and straight-forward test plans
Special skills are required	Training is required, but a lot of it can be done on-line, and the training is relatively affordable
Accessibility can be patched on at the end of the cycle	If you are not designing your product to be accessible, it will not be
Accessibility compliance is a “nice to have” feature	The Global Public Sector will require compliance
The costs outweigh the benefits	The return on investment speaks for itself

# Return on Investment

- **Cost Savings**
  - Cost effective, long-term technology investments
  - Lower development cost by designing accessibility in
  - Lower risks
  - Lower support cost
  - Consistency and reuse
- **Marketing**
  - Position 508/W3C Web Accessibility Initiative compliance as competitive advantage
  - Products will be easier for everyone to use
  - Industry recognition for delivering accessibility
- **Improve Revenues**
  - Grow Public Sector sales
  - Expand your market reach
  - Building stickiness/loyalty of customer base

# Structuring Development Processes





# A Phased Approach to Success

- Plan
  - Establish your goals, criteria for success, and metrics
  - Create internal processes
  - Talk with your customers
  - Talk with your developers
- Analyze
  - Review all test plans
  - Review all existing product certifications (e.g., VPATs), if you have them
  - Review all UI design and development standards
  - Perform a skills assessment
- Design
  - Update UI design and development standards
    - Understand *Letter of the law* vs. *Spirit of the law*
    - Industry best practices
    - Usable as well as accessible
  - Update testing plans to include selected assistive technology and tools
  - Create training
    - Design
    - Development
    - Testing
    - Sales
- Build
  - Make sure developers and testers understand and follow standards and have taken all requisite training
- Verify
  - Make sure the end product meets or exceeds your established criteria
- Plan for the horizon

# Other Recommendations

- Require accessibility testing and certification documentation before shipping a product
- Update your standards to reflect
  - Anticipated changes in global regulatory criteria
  - Enhancements to assistive technology, browsers, and W3C best practices

# Training Curricula Example

## Require Certification

### ■ Designers and developers

- On-line
- Basics of Accessibility
- Internet Applications
  - Web Accessibility Toolbar
  - Text Alternatives
  - Structured documents, orientation and context
  - Form Controls
  - Keyboard focus
  - CSS
  - Tables
  - AJAX and advanced techniques
- Windows
- Java
- Mainframe

### ■ Testing

- Mixture of on-line / classroom
- Prerequisites: Accessibility Training for Developers
- Foundation of Assistive Technology
  - Dragon
  - JAWS
  - ZoomText
- Accessibility Testing and Certification
- Hands-On sessions

# Other Resources To Provide

- Create a “Center of Excellence” to assist in training and testing
- Provide an on-line forum
- Put on-line collateral in a content management system

# The Horizon

## ■ Criteria update and global harmonization

- International standards (508, ISO, ANSI, IEEE, W3C/WAI)
- Technology Convergence addressed by combining web/software under new “User Interface & Electronic Content” guidelines

## ■ Impacts on the software vendor

- Update development/design standards and training
- Update testing standards and training
- “VPATs” will change to “GPATs” and will be mandatory
- Non-compliance dispensation will be increasingly rare
- User testing will be needed
- Proper funding levels must be met for training and development