Tools for Complete, Efficient WCAG Governance

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Agenda

- Enterprise web governance ...
  - Today's challenges
  - Strategy
  - Architecture

- How IBM Rational Policy Tester supports ...
  - Non-technical content authors
  - Designers
  - Developers
Today's Governance Challenges

- Dynamic web means …
  - Each page has …
    - Many content feeds
    - Personalized navigation
    - Personalized sidebars
    - Interactive widgets
  - Social content
    - Graphics
    - Rich media

- Many organizations responsible for each page
  - i.d., no single group responsible for compliance issues on a page
Right time...right opportunity...powerful integration

- Content Quality Governance Architecture
  - Complete: from development to business impact assessment
  - Efficient:
    - Prevent problems
    - Stop problems at source

- Effect: improves...
  - Search effectiveness
  - User satisfaction
  - Operational efficiency

- Pay offs: drives...
  - Direct web revenue
  - Sales lead generation and conversion
  - Operating expense reduction
End to End Governance Architecture

Right time...right opportunity...powerful integration

- Site optimization
  - Web presence data aggregation: traffic, meta, portfolio, financial, marketing, ...
  - Feeds executive dashboard of web health
  - Eliminates low-value content

- Shared Design (CSS, javascript, services)
  - collaboratively developed
  - Centrally served

- Enterprise Content Management
  - Centralized service
  - Large suite of common components

- Compliance testing (Policy Tester)
  - Developers/designers: browser plugins and Web UI
  - Content authors: REST integration in ECM
  - Site optimization/Exec Dashboard: REST services feed IBM Cognos BI
  - Enterprise Web Search
  - Both internet and intranet
  - Leading indicator of business impact
Integration into ECM - “Fix This Wizard”

- Content author adds a table to the page.
- The table contains inaccessible content.
- Content author then selects the Policy Tester button to run a check over the page.
Policy Tester reports the violations.

Content author presses the “Fix This” button next to second violation regarding table elements.
The “Fix This” Wizard launches with the summary of the error and options to assist the content author in fixing it.
Integration into ECM (continued)

- Content author re-runs Policy Tester.
- The report now shows only 1 error.
Integration into ECM (continued)

- The table now clearly shows row and column headers for the table added by the content author.
What is Policy Tester?

- Achieve compliance with regulatory and internal standards
- Obtain assessments and establish governance during application development and content creation to mitigate risk and reduce cost
Benefits

- Mitigate risk related to regulatory non-compliance
- Reduce the cost for achieving compliance by providing automated assessments
- Establish governance during application development and content creation
- Provide visibility for Management and Legal
- Enable collaboration among all stakeholders
Product features & capabilities

- Web portal style interface

- Enterprise-class architecture designed to scale assessments

- Central repository, which enables creating an inventory of your Web properties

- User roles and access permissions

- Centralized test policy for Accessibility

- High-level dashboards displaying status and compliance risk
Product features & capabilities (cont.)

- Manual and automatic Web site explore
- Browser plug-in for Accessibility testing
- Detailed compliance reports
- Advisories and education
- Issue management
- Defect Tracking Systems integration
- Content Management Systems integration
- REST-style API
Demo – Dynamic Assessment Plugin

- Policy

- Navigation
  - Landmarks
  - Headings
  - Child elements

- Color
  - Luminosity
  - Color blindness tests

- Reading Order / Blind Reaching Time
Demo – Dynamic Assessment Plugin