Inclusive Social Business:
Leveraging the “Power of One” to Drive Innovation

Frances W. West, Worldwide Director
Human Ability and Accessibility Center

Peter Fay, Advocacy and Outreach Manager
Human Ability and Accessibility Center

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A New Leadership Vision

Technology that is:

- People-centric
- Consumable
- Adaptive

...to make IBM essential to our clients and to the world.

In the New Era of Computing technology is cognitive, intelligent, insight driven and designed with consumability and user experience at the core.
IBM: 100 years of accessibility innovation

1914
- Hired first employee with a disability

1950-1960s
- Remote Control Keyboard (1950s)

1970s
- Shoebox (1960s)
- First Braille Printer (1975)
- VoiceType Dictation (1990)

1980s
- Screen Reader / DOS (1986)
- Phone Communicator (1987)
- Talking Display Terminal (1981)
- Talking Typewriter (1980)

1990s
- Caption MeNow (2004)
- aDesigner (2004)
- THiNKable (1991)
- SpeechViewer (1991)
- Screen Reader 2 (1992)
- Home Page Reader (1997)
- ViaVoice (1996)
- Corporate mandate (1999)

2000
- Spoken Web (2008)
- AbilityLab SameTime Language Translator (2008)
- AbilityLab SameTime Conference Transcriber (2008)
- Virtual Worlds Accessible User Interface (2008)

2010
- Connections 3.0 (2010)
- AbilityLab Voice Chat Transcriber (2010)
- AbilityLab Compliance Checker (2010)

2011
- Accessible Workplace Connection (2009)
- IAccessibe2 and WAI-ARIA (2009)
- AbilityLab Captioner & Editor (2009)
- AbilityLab Accessibility Mentor (2009)
Lead globally

World is our lab

Bold agenda

Shared Value
IBM Accessibility and the Smarter Planet

Smarter Cities

Smarter Work

Smarter Cloud Computing

Smarter Social Business
The social business imperative
Business is changing...

International Era  Multinational Era  The Globally-integrated Enterprise

20th Century  21st Century

Face-to-face Business  e-Business  Social Business
What is social business?

1. Engaged
2. Transparent
3. Nimble

Social Business = People Business
Social business adoption

9 out of 10 Organizations using Web 2.0 technology are seeing measurable business benefits. – McKinsey & Company (2009)

40 percent Of IDC survey respondents have already implemented a social software solution. – IDC 2010

57 percent Of standout organizations are more likely to allow their people to use social and collaborative tools.

– 2010 IBM Global CHRO study
So what’s the problem?

The Social Media Challenge

Despite rapid adoption rates, social media channels are still largely inaccessible...

...Social business will perpetuate and widen this gap unless inclusive solutions are provided.
Inclusion matters

In today’s social businesses, **excluding** any individual means **leaving ideas, insight and opportunities** on the table.

What’s impacted?
Your ability to:

- Differentiate from competition
- Expand market reach
- Drive Innovation
Legal Action on the Rise

United States Accessibility Litigation & Settlements

- Physical / Discrimination / Accommodations
- Information and Communications Technology (ICT)

**Preliminary IBM research**
Accessibility Becomes Mainstream

The People of a Smarter Planet:

- **7+ billion**
- **...600+ million are aged 60+**
- **...1.2+ billion are people with disabilities**

**United Nations, 2010**

**Improving Accessibility Points of Future Tablets:**

“...everyone has some kind of ‘situational disability’...The best device will have multimodal interfaces and link to smarter cloud services.”

August 2011

**Businesses must act to make IT benefit older workers**

"... ‘When you invest in this [accessibility] technology...everyone in the workforce benefits,’

September 7, 2011

**Getting People with Disabilities Back to Work**

"... What potential employees with disabilities often do need is training and...technology to help them do their jobs”

July 2011
Addressing human needs at the center of Social Business

Power of One

Personalization

Preferences
Select IBM solutions for inclusive social business:

IBM AbilityLab Media Captioner and Editor

Delivering inclusive access to rich digital media and enhancing search engine optimization

1. Submit uncaptioned video
2. Check submission status
3. Edit raw transcript
4. Automatic merge to captioned video

An IBM Cloud Innovation Lab project
Select IBM solutions for inclusive social business:

IBM Connections 3.0

A social business platform optimized for accessibility
IBM Connections 3.0 built to WAI-ARIA Standards

What is WAI-ARIA?

- Acronym: Web Accessibility Initiative, Accessible Rich Internet Applications

- A way for authors to apply rich accessibility semantics in Web 2.0 content to support OS platform accessibility

- A way to reproduce the keyboard functionality of desktop applications on a web page

- A vehicle to provide full interoperability with assistive technologies for Rich Internet Applications through the browser
IBM Connections built to WAI-ARIA Standards

- Cross platform accessibility API
- Full Keyboard navigation like desktop
- Ubiquitous adoption
- Included in over 170 IBM products
- Designed to support WCAG 2 and the U.S. 508 Refresh
- All major browsers supported

Browser converts ARIA to accessibility services

Menu Item A Smarter Planet!
One of 13 menu items

Assistive Technology

<div role="menu" aria-haspopup="true">
  <div role="menuitem" aria-selected="true">
    A smarter planet
  </div>
  <div role="menuitem" aria-selected="true">
    A smarter planet
  </div>
  ...  
</div>
IBM Connections goes with you everywhere!

- Supports mobile browsers and native apps
- Upload photos/videos to the Media Gallery
- Secures login information in native app
- Supports device wiping & VPN capability
- Download native app from vendor app stores:
IBM Connections Demo

Try it out for free at: https://greenhouse.lotus.com/
Select IBM solutions for inclusive social business:

Research Project: Iron Bridge

Social captioning of rich media for IBM Connections’ Accessible Media Gallery

Addressing human needs at the center of Social Business:

★ Power of One  ★ Personalization  ★ Preferences
Accommodating employees’ needs for assistive technologies and services

Accessible Workplace Connection

Overview
Accessible Workplace Connection (AWC) is a web-based application that assists employees and managers to acquire and use accessibility accommodations that enable them to be more productive, while also safeguarding their privacy.

Solution: IBM® Accessible Workplace Connection
- Globally consistent accommodation process and portfolio for a smarter workplace
- One-stop resource for employees with disabilities and their managers
- Used for new accommodations, accommodation changes, and support/maintenance requests
- Integrates multiple back-end processes and clarifies roles and responsibilities
**Smarter Cities (Transportation)**

**AccessMyNYC**  
Accessible Mobile Transit Application

- **Centennial THINK exhibit** feature
- **First-of-a-Kind:** On demand, preference-based access to public accessibility information
- 21,500+ users from 12 countries during six week pilot
- Watch the demo: [http://youtu.be/MWq2auHQrs0](http://youtu.be/MWq2auHQrs0)

Get accessibility info about public & private transit

Find the most accessible route

Find accessible points of interest

Learn about the IBM THINK exhibit

Tag favorite locations to quickly re-access later

Set profile preferences
A roadmap toward more inclusive social business

1. Value
   every voice
   and every
   idea.

2. Plan
   with accessibility
   in mind.

3. Innovate
   to drive
   personalization that
   empowers the
   individual.

4. Deliver
   accessible
   multimodal
   content.
Thank you!

Questions?

Peter Fay
Advocacy and Outreach Manager
IBM Human Ability and Accessibility Center
Peter_Fay@us.ibm.com

For more information about accessibility at IBM visit:

www.ibm.com/able

IBM Accessibility
IBMAccess
IBM Accessibility
Backup
IBM clients and inclusive social business

**Bolzano, Italy**

Smarter healthcare and home monitoring systems enable seniors to ‘age in place’

**Villeneuve d’Ascq, France**

Accessible, interactive smart phone solution creates a more personal user experience at the Lille Métropole Musée d’Art moderne

**World Expo, Shanghai, China**

Interactive, accessible Web site creates ‘global community’ for 70+million on-site visitors and more online visitors from around the globe
**Scenario:** Globalized Healthcare Capacity-building with inclusive Social Business

- **IBM Client:** US Surgical Association
- **Client target:** 1000 International Members
- **People factor:** Language barriers
- **Inclusive solutions:** Captioning, transcription and translation; personalized learning pods for mobile

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**Video recording** of lecture is captioned, transcribed, translated, tagged, and indexed.

**Surgeon presents video at a medical conference.**

**Real time captions** are displayed to video monitor.

**Tagged video and transcripts** enable social learning searches for surgeons.

**Chinese speakers access Chinese translation of video.**

Later, surgeons use **Sametime Chat transcription** to enhance communication about topic.

**Chinese surgeon uses Sametime Language Translator** to translate English chat to Chinese.

**Surgeons receive additional education (topic pods) in their preferred format via their mobile devices.**
Scenario: Inclusive Travel & Transportation for Smarter Cities

IBM Client: Major Transit Authority
Client target: Enhance customer satisfaction, increase ridership, reduce long-term costs
People factor: Mobility
Inclusive solutions: Accessible mobile travel, inclusive social profile tagging, predictive analytics, and secure, accessible mobile payment

System analytics determine accessible transit options
Rapid and secure payment enabled
Tweets subway service issue from app, system analyzes outage
App recommends alternate accessible transit option; metro employees alerted

System analyzes historical usage data, delivers discount transit coupon
Over time, system employs predictive modeling to help transit authority better plan, increase ridership, minimize paratransit costs, and drive revenue.

Registers to use Access My City mobile web app; profile Ability Filter set to ‘Mobility’
Social network profiles associated with app user profile

Business traveler, Carpel Tunnel Syndrome, carrying roller board

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Driving a new business imperative...

<table>
<thead>
<tr>
<th>Brand Management</th>
<th>Rights</th>
<th>Responsibility</th>
<th>Reputation</th>
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| Legal Risk * | Up ~ 33% across all industries in 2011 | 361 lawsuits and legal settlements since 2000 | FORTUNE 500 15 legal actions or settlements since 2000 |

| Standards & Legislation | WCAG 2.0 | W3C | EU | Ontario | 21st Century Communications and Video Accessibility Act (2010) |

| Growth Markets | Addressing demographic challenges... |

| Technology Trends | Cloud & Analytics | Mobile Workforce & Smart Devices | Social Business |

| 21st Century Customers: | Age | Wealth | Ethnicity/Culture | Life Stage Patterns | Household Composition | Values |

* Legal action numbers are approximate and based on IBM internal research
Increasing Shared Value through Inclusive Social Business

An inclusive social business is:

- **Engaged**: Values every voice
- **Transparent**: Delivers the right tools and capabilities to enable individual productivity
- **Nimble**: Leverages networks and rich content in new ways

It is also:

- **Consistent**: Barrier-free across platforms and applications
- **Everywhere**: Enables technology to work where, when, and how it is most effective, regardless of environmental or ability-based inhibitors