



Proof of Value: Accessibility- Solution Eye-Able®

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1. Vision & Importance of Digital Accessibility

Digital Accessibility: A Fundamental Right

In the age of digitalization, the concept of accessibility extends beyond physical infrastructures like elevators, ramps, and audible signals at traffic lights. Digital accessibility ensures that individuals with disabilities can perceive, understand, navigate, and interact with the internet. The United Nations, in its 2006 Human Rights Convention, even defines unhindered access to information and communication, including the internet, as a fundamental human right.

The internet and digital media offer unprecedented opportunities to overcome barriers that many face in communication and interaction. A study by Aktion Mensch reveals that individuals with disabilities use the internet more frequently than those without. This electronic interaction is of paramount importance as it enables access to specific offers and services that might otherwise be inaccessible.

Eye-Able's Commitment to Digital Accessibility

The story behind Eye-Able® is deeply personal. It's shaped by the experiences of its CEO, Oliver Greiner, with individuals with disabilities. Oliver's close friend Lennart, who is part of the Eye-Able® team as a Usability-Tester, has a genetic visual impairment that allows him to see only about 10%. Oliver's direct exposure to the challenges faced by individuals with disabilities on websites inspired him to find solutions to these everyday problems.

Eye-Able® collaborates closely with institutions like the German Blind Institute in Würzburg and the Berufshilfsverein Würzburg. This collaboration ensures that their software solutions genuinely assist those who need them. Their inclusive development approach, in tight coordination with these institutions, has led to the creation and continuous optimization of their offerings.



Achieving the Vision: An Internet for All

Eye-Able's vision is clear: "An Internet for All." To realize this vision, they are committed to continuous research in the field of digital accessibility. They conduct workshops, deliver lectures on the topic, and fight daily for greater online accessibility and inclusion.

Their efforts are not just about compliance; they are about ensuring that millions benefit from a more inclusive digital world. Over 3 million people use Eye-Able's software solutions every month, highlighting the profound impact of their work.

The Broader Impact

Digital accessibility is not just a matter of rights; it's also about market performance. As projected by Gartner in 2020, by 2023, digital products that fully comply with WCAG Level 2 will outperform their market competitors by 50%. Furthermore, while accessibility might not be a direct ranking factor for search engines, good accessibility practices align with good SEO. This alignment ensures that accessible websites offer a stronger user experience, which search engines can measure and reward.



2. Challenge at Hand

Approximately 10–15% of the population is grappling with visual impairments, cognitive limitations, or a combination of both. In this era of rapid digital transformation, the emergence of a new digital landscape presents a distinctive hurdle for these individuals. The pervasive digitalization of nearly all facets of existence has inadvertently led to issues of inaccessibility, thereby excluding this demographic from full participation in the digital realm of our society.

Embracing Inclusivity for People with Disabilities

In the heart of today's dynamic business environment lies the principle of 'Being Human'. At the crux of Eye-Able® and its founding ethos, we believe that the human experience should be holistic, empathetic, and inclusive. With that, it's vital to address a crucial segment: individuals with visibility challenges.

Emphasizing inclusivity for these individuals is not just about social responsibility—it's about realizing the immense potential they bring to the table and leveraging it for mutual growth.



Here's why it's crucial:

Diverse Talent Pool: Inclusivity isn't just about filling quotas; it's about recognizing potential. When we actively seek and accommodate individuals with visibility challenges, we introduce a unique blend of experiences and insights into our organizational fabric. Their life experiences and coping strategies often translate to unparalleled resilience, creativity, and problem-solving skills, enhancing team dynamics and overall productivity.

Enhanced Innovation: Beyond the buzzword, diversity is the melting pot of creativity. When diverse minds—each shaped by different life experiences and challenges—come together, they approach problems from various angles. This multiplicity of perspectives can lead to novel solutions, unexpected breakthroughs, and products that resonate with a broader audience.

Improved Customer Relations: Today's consumers are keenly aware and often choose brands that align with their values. By openly demonstrating our commitment to inclusivity, we aren't just making a statement; we're building trust. This transparency shows our genuine care and investment in creating a world where everyone is considered, fortifying our brand image and customer loyalty.

Legal and Ethical Compliance: Meeting legal requirements is a given, but actively championing inclusivity showcases our organization's moral compass. By being a frontrunner in inclusivity, we're not just avoiding legal pitfalls but setting industry standards, positioning ourselves as both industry and social leaders.

Enhanced Employee Morale: People thrive in environments where they feel understood and valued. By nurturing an inclusive culture, employees feel a stronger connection to the organization. This sense of belonging can boost motivation, reduce turnover, and lead to higher job satisfaction, translating to better overall performance.

Greater Market Reach: Accessibility isn't just a feature—it's a necessity. When our products and services cater to everyone, including those with visibility challenges, we're addressing a broader market segment. This inclusivity can lead to increased brand reach, customer loyalty, and, consequently, higher revenue streams.

Brand Loyalty: In today's fast-paced world, brand loyalty is hard-earned and easily lost. Demonstrating a sustained commitment to inclusivity can be the differentiator. People, whether directly impacted or not, appreciate and gravitate towards brands that uphold strong values, resulting in sustained relationships and brand advocacy.

Cost Savings: While inclusivity might seem like an upfront investment, the long-term returns are significant. By reducing employee turnover, fostering a more productive work environment, and minimizing potential legal confrontations, the organization can achieve substantial cost savings in the long run.

Global Expansion Opportunities: Diversity is the backbone of globalization. As we branch out into global markets, a diverse and inclusive workforce can provide insights into local cultures, values, and behaviors, ensuring our offerings are tailor-made for local nuances.

Innovation in Technology: In our rapidly evolving tech landscape, there's a constant quest for differentiation. Championing inclusivity can lead us to design technologies that cater to those with visibility challenges. Such innovations, while initially aimed at a specific group, often find broader applications, revolutionizing entire sectors and opening up new revenue streams.

By fostering an environment where every individual, regardless of their visibility status, can thrive, we're not just being ethically righteous but strategically smart.

Together, let's reshape the narrative and drive both societal and organizational growth.



3. Digital Accessibility: *The Eye-Able® Solution*

In the age of digital transformation, ensuring that online platforms are accessible to all individuals, regardless of their physical or cognitive abilities, is paramount. As businesses and public services increasingly move online, the need for digital accessibility tools that cater to a diverse range of users becomes even more critical. This chapter delves into the solutions offered by Eye-Able®, a leading provider of digital accessibility tools, and how they contribute to the broader Environmental, Social, and Governance (ESG) goals.

1. Eye-Able® Audit: The Digital Accessibility Diagnostic Tool

Eye-Able® Audit is a comprehensive tool designed to streamline the process of ensuring digital accessibility. With its advanced features, it provides a holistic view of a website's accessibility status and offers actionable insights for improvement.

Key features of Eye-Able® Audit include:

- **Real-time WCAG Compliance Checks:** Instantly assess your online systems for adherence to accessibility standards.
- **Detailed Analysis:** Receive a comprehensive breakdown of potential barriers and areas of concern.
- **Actionable Recommendations:** Get clear guidance on how to address identified issues and enhance accessibility.
- **Unlimited Scans:** Continuously monitor and evaluate your digital platforms for optimal accessibility.
- **Versatile Reporting:** Access detailed reports in various formats to suit your organizational needs.

By leveraging Eye-Able® Audit, organizations can ensure that they remain compliant with accessibility standards, providing an inclusive online experience for all users.



Play Demo-Video

2. Eye-Able® Report: Your Digital Accessibility Control Center

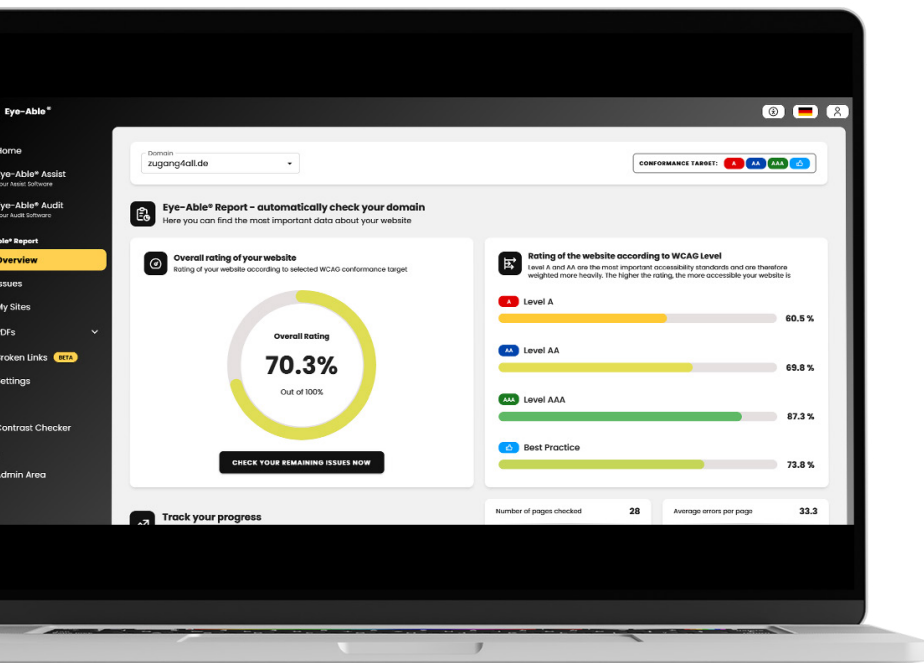
Eye-Able® Report offers a centralized platform for monitoring and managing digital accessibility.

Key Features include:

- **Overview of Accessibility Issues:** Gain insights into the most common problems identified across your web pages.
- **WCAG Compliance Support:** Automated checks ensure that your digital platforms adhere to WCAG standards.
- **Detailed Analysis:** From individual web pages to PDF documents, Eye-Able® Report provides a granular analysis of potential barriers and offers guidance on remediation.
- **Additional Tools:** The platform includes tools for checking color contrast, identifying broken links, and more, ensuring a comprehensive approach to digital accessibility.



Play Demo-Video



Eye-Able® Report serves as a Single-Point-of-Control for monitoring and managing digital accessibility, highlighting common issues and ensuring WCAG compliance. From detailed analyses of web pages to tools like color contrast checks, it offers a holistic approach to digital accessibility.

3. Eye-Able® Assist: Enhancing User Experience

Eye-Able® Assist is a versatile tool that offers over 25 accessibility features, ensuring that websites cater to a diverse range of user needs.

Key features include:

- Customizable Text Size: Users can adjust the text size to suit their preferences, enhancing readability.
- Contrast Modes: Multiple contrast settings ensure optimal visibility for users with visual impairments.
- Blue Light Filter & Night Mode: These features reduce eye strain and enhance the browsing experience.
- Voice Over Functionality: This feature allows users to have the website content read aloud, catering to those with visual impairments or reading difficulties.
- Color Deficiency Modes: Eye-Able® Assist offers settings tailored for users with color vision deficiencies, ensuring that web content is perceivable to all.
- Additional Features: From hiding distracting elements like images and animations to providing a larger mouse cursor for better navigation, Eye-Able® Assist ensures a user-friendly experience.

Eye-Able® Assist is an assistive technology that enhances the user experience, from customizable text sizes to voice-over functionality. It addresses a wide range of user needs and ensures that websites are user friendly and inclusive for all.



[Play Demo-Video](#)

The ESG Uplift

Eye-Able®'s suite of tools not only ensures compliance with digital accessibility standards but also aligns with broader ESG goals. By promoting inclusivity and ensuring that digital platforms are accessible to all, organizations can demonstrate their commitment to social responsibility. Furthermore, by integrating Eye-Able® solutions, businesses can enhance their brand reputation, foster customer loyalty, and potentially tap into a broader customer base, driving both social and economic value.

In conclusion, as digital accessibility becomes a cornerstone of the modern online experience, tools like those offered by Eye-Able® play a pivotal role in ensuring that no user is left behind. By integrating these solutions, organizations can take a significant step towards achieving their ESG objectives and creating a more inclusive digital world.

4. Digital Accessibility in the ESG Framework

In the modern era, the importance of fostering a sense of ‘belonging’ at work has become paramount. This not only pertains to recruiting talent from diverse backgrounds but also ensuring that every individual in the workforce feels valued, recognized, and has an equitable chance to voice their opinions, learn new skills, and progress in their career. Such an inclusive environment can unlock up to five times more human potential, leading to significant organizational benefits.

The ESG Perspective

From an ESG perspective, digital accessibility plays a pivotal role in the ‘Social’ dimension. It ensures that everyone, irrespective of their physical or cognitive abilities, has equal access to digital resources, thereby promoting inclusivity and equity. This aligns with the broader goals of ESG, which emphasize creating a sustainable and inclusive environment for all stakeholders.

Tangible Benefits of Digital Accessibility

- **Enhanced Job Performance:** A strong sense of belonging, which can be fostered through digital accessibility, has been linked to a 56% increase in job performance.
- **Reduced Staff Turnover:** Organizations that prioritize belonging witness a 50% reduction in staff turnover.
- **Decreased Sick Days:** There’s a 75% reduction in sick days when employees feel a sense of belonging.
- **Financial Savings:** For a 10,000-person organization, these benefits can result in annual savings of more than \$52 million.

Digital accessibility is not just a matter of compliance or a standalone initiative. It’s an integral part of the broader ESG goals that aim to create a sustainable, inclusive, and equitable environment for all. By integrating digital accessibility into their ESG strategies, organizations can unlock significant human potential, drive productivity, and realize substantial financial benefits.

Source: <https://www.accenture.com/content/dam/accenture/final/a-com-migration/manual/r3/pdf/pdf-174/Accenture-Public-Service-Belonging-Matters-More-Than-Ever.pdf>

5. Our customers success stories

Deutsche Bank: Championing Digital Inclusivity for Users with Visual Impairments

Deutsche Bank, a leading global financial institution, has always been at the forefront of innovation and customer-centric solutions. Recognizing the challenges faced by users with visual disabilities, the bank took a significant step by integrating Eye-Able's cutting-edge accessibility tool on its official website. This tool, equipped with 25 distinct functions, offers a tailored browsing experience, allowing users to adjust content based on their unique visual needs. From screen reader navigation and color correction for various color deficiencies to adaptive zoom without altering the browser's page structure, the tool ensures that the bank's digital content is accessible to all. Additionally, features like the blue light filter, night mode, and the option to hide images further enhance the user experience. The tool's compatibility with mobile web browsers and availability in 26 languages underscores Deutsche Bank's commitment to creating a universally accessible digital platform. This initiative not only enhances the user experience for those with visual disabilities but also solidifies the bank's position as a pioneer in fostering digital inclusivity.

University of Illinois Chicago (UIC): Pioneering Accessible Digital Learning

In the ever-evolving landscape of education, where digital platforms play an increasingly vital role, the University of Illinois Chicago (UIC) has recognized the importance of ensuring accessibility for all students. To address this, UIC introduced both Anthology Ally and Eye-Able, aiming to make the learning experience within their Learning Management System (LMS) more inclusive and visually appealing. Anthology Ally, which was piloted during the COVID-19 pandemic, provides instructors with real-time tools to gauge and enhance the accessibility of their course materials. This application not only offers an accessibility score for courses but also fosters a culture of continuous improvement, as emphasized by Bryan Libbin, Associate CIO of Academic Technology and Learning Innovations at UIC. On the other hand, Eye-Able® ensures that both instructors and students have access to customizable visual content options, from font size adjustments to speech output preferences. With the introduction of these applications, UIC is not only enhancing the digital learning experience but also ensuring that every student, regardless of their physical or cognitive abilities, can thrive academically.

Championing Digital Inclusivity in Sports: A Success Story with the German Disabled Sports Association (DBS)

In the modern digital age, ensuring inclusivity and accessibility for all users is paramount. Recognizing the importance of digital participation and barrier-free access, the German Disabled Sports Association (DBS) has taken a significant step forward by integrating Eye-Able®'s assistive software on its official website.

The Eye-Able® Assist is a testament to the advancements in digital accessibility. It offers visitors the flexibility to customize content according to their unique needs. With over 25 distinct features, including various contrast modes, adaptive magnification, and color deficiency filters, the software ensures that content can be visually tailored to individual preferences.

DBS's collaboration with Eye-Able® is rooted in a fundamental principle: every individual should be able to operate an online system tailored to their specific needs. The goal is to individualize web interfaces in such a manner that they become universally accessible, ensuring that everyone, regardless of their physical or cognitive abilities, can engage with the content seamlessly.

This initiative by DBS, in partnership with Eye-Able®, underscores the organization's commitment to fostering digital inclusivity. By offering a platform where all users can adjust the content to their liking, DBS is not only enhancing the user experience but also championing the cause of digital accessibility and participation for all.



**Let's build a better future together.
With the #1 platform for
Digital Accessibility.**