# Making the World of Technology Accessible





Ten years ago, I created TecAccess: an accessibility and disability consulting firm that is today the world's most awarded leader in the industry. Since that time, we've proudly served an international list of clientele in government, industry, education, and the nonprofit arena – and we've done this by hiring people with disabilities to lead the way.

Our associates, many of whom have disabilities, use their unique first-hand perspective to guide clients in accessibility, disability, and diversity initiatives with bottom-line results. We measure our success with hard data and research to show accessibility has moved from a legal requirement to a marketplace advantage.

People with disabilities (which can also include veterans and the aging population) are a powerful demographic, one with untapped spending power. We are proud to serve as your partner in accessibility, and we're proud to help you increase sales and market share while becoming good corporate citizens.

> Warm regards, Debra Ruh, Founder and CEO

# TecAccess is a trusted, world-class provider of accessibility consulting solutions.

Our complete suite of services enables clients to exceed their goals by tapping into new markets, while becoming socially responsible corporate leaders. We look for long-term partnerships with leading organizations.

We are a SBA 8(a) Certified, Small Disadvantaged Business (SDB), Virginia SWaM, and Woman-Owned Company with international reach.



TecAccess knew just what we needed to do, to not only meet the requirements but to become truly accessible. You showed us the way and I can't thank you enough.

People with disabilities are one of the largest and fastest-growing minority groups, representing over 750 million individuals worldwide.





### We Make it Accessible to All.

Relatively modest changes to your website and other software can help you reach new customers, retain employees, avoid litigation, and differentiate yourself from competition. Most businesses don't realize that technology designed by people in their 20s and 30s may be inaccessible to older users who may need stronger reading glasses. In fact, blind and low-vision users, who have won lawsuits against major companies with inaccessible websites, are but one segment of the over 62 million Americans with disabilities, ranging from color blindness to combat-wounded veterans.

Designing and using accessible technology simply means making your website, products and services as easy to use by a potential customer/employee with a disability as by a person without a disability. Our award-winning company, TecAccess, focuses specifically on making IT accessible to the widest range of users, and can tailor IT/Web accessibility and usability testing, consulting, and training services to help you better serve an increasing customer and employee base with disabilities.

#### **PROFESSIONAL SERVICES**

Alignment with Section 508, 504, 255, ADA, WCAG; International Legislative Monitoring; Marketing to Targeted Demographics; Accessibility Portal/Help Desk; Disability Employment; Accessible Web and eLearning Design

#### **ACCESSIBILITY TESTING**

Testing by People With Disabilities of Web, Software, Hardware, Telecommunications, eLearning and Documents; Remediation; Third-party VPAT Verification and Creation; Usability Testing

#### **TRAINING**

Instructor-Led, Online and Webinars; Full Scope of Technical and Non-technical Topics Including Section 508, ADA, 255 and Sensitivity Training

TecAccess clients reach and better serve the world's fastest-growing minority group: people with disabilities and the mature audience. In return, our clients increase market share, brand loyalty, and return on investment.

TecAccess helped us understand the constraints of each disability and how we, as courseware developers, can build our courses to be Section 508 conforming.

The start of 2009 brought major changes to accessibility and guidelines impacting persons with disabilities. Organizations must be prepared to address Section 508 Refresh, WCAG 2.0, and recent amendments to the ADA.



# Comprehensive Client Service. Simple Pricing.

#### **CLIENTS**

Canon USA **Hewlett Packard** Aetna **IBM** Thomson NETa Peregrine Systems Avaya U.S. Patent and Trademark Office U.S. Department of Education U.S. Office of Personnel Management Internal Revenue Service Department of Homeland Security (DHS) State of South Carolina State of Oklahoma Virginia Information **Technologies Agency** State of Maryland George Washington University Virginia Commonwealth University University of Kansas University of Kentucky

TecAccess offers access to our full line of Accessibility and Disability services in three convenient levels – Platinum, Gold, and Silver. Our comprehensive service packages allow clients to build scale, create synergies, reduce risk and exposure to litigation and access more significant and immediate cost savings.

Packages have been designed to help clients increase value and simplify product and service life cycle development to assure compliance with accessibility legislation, rules and policies. This approach helps our clients be more agile in the marketplace and demonstrate measurable business outcomes, especially in the current environment where corporate social responsibility and compliance with accessibility and disability laws are more crucial than ever.

# Put the Experience of TecAccess to Work for You.

Making technology "accessible" simply means ensuring that your products and services can be used just as effectively by people with disabilities – as well as the aging population – as it can by those without disabilities.

Our goal is to ensure that you are aware of – and prepared for – mounting changes in accessibility and disability guidelines and mandates that will impact your human resources, IT, marketing, business development, and risk management departments.

Having led large multi-national clients over the past decade, TecAccess is positioned to help you reach one of the fastest-growing market segments: people with disabilities and baby boomers. Call us today at (804) 749-8646 to see how we can put the experience of TecAccess to work for you.



TecAccess has been internationally recognized as the leader in accessibility and disability consulting. We have been featured in numerous publications and have won many prestigious honors.

Ms. Ruh has built a viable company that also provides a valuable corporate service. This is truly a remarkable accomplishment."

Individuals with disabilities control well over \$220 billion in discretionary income in the U.S. alone and over \$3 trillion worldwide, a number that industry analysts predict will soon spike.





## info@tecaccess.net (804) 749-8646

www.tecaccess.net

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