AUTO TAGGER FOR ACCESSIBILITY

True Automation for Inclusion by Design

CRAWFORD TECHNOLOGIES

OVERVIEW

Document accessibility is becoming increasingly important as a result of updates to global regulations and the need for a comprehensive customer experience strategy. In order to be in compliance with a range of industry specific requirements as well as laws like the Americans with Disabilities Act (ADA) and Section 508, companies must provide documents in accessible format to their blind, partially-sighted, and cognitively disabled customers. However, the low volume of requests for these types of documents as well as costly, lengthy turnaround times to prepare documents for accessibility has constrained organizations from ensuring that all customers have access to documents that meet their needs.

Document remediation typically has been done manually or by using tools that require a person who understands tagging to remediate documents. Many organizations have a significant number of documents that are customer and employee facing, provided digitally or on paper, that are inaccessible. CrawfordTech is closing a gap in the customer experience by giving organizations a solution that serves the accessible needs of all their customers.

With Auto Tagger for Accessibility You Can

- Quickly and cost effectively prepare all customer communications such as marketing documents, letters, books, and other documents for accessibility, whether they are current print runs or documents retrieved on request
- Process an output document from its native desktop application and transform into an accessibly tagged, compliant PDF (WCAG 2.0 and PDF/UA) or HTML5 communication
- Benefit from real-time automated tagging done during processing time, concurrently with the transformation process for print output
- Once produced, the Accessible PDF or Accessible HTML5 output can be validated for compliance using the same tools most business users and marketing specialists are already comfortable with
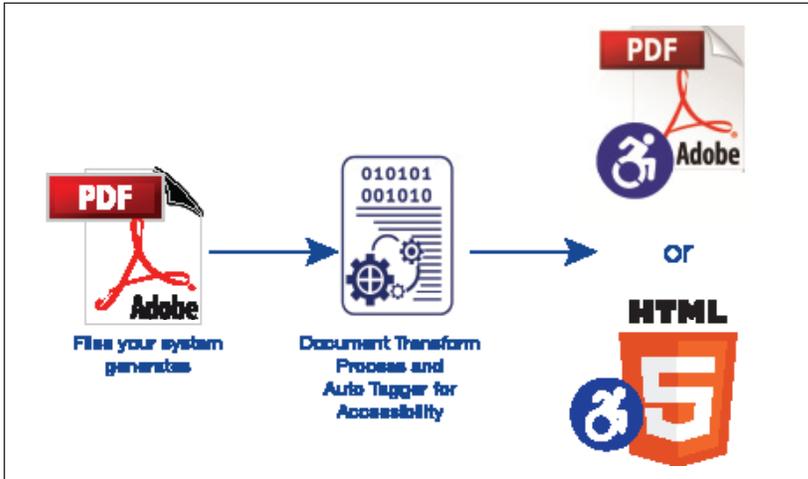
Accessibility for all Document Types

With our underlying MasterONE architecture, the time and cost of tagging traditionally required for each accessible format when creating structured transactional documents is reduced, saving time and money.

What does Auto Tagger for Accessibility do?

Auto Tagger for Accessibility fully automates the process of tagging documents such as marketing material, letters, books, catalogs and other communications.

- Transform to Accessible PDF (WCAG 2.0, PDF/UA) or Accessible HTML5
- Real-time automated tagging applied during processing, concurrently with transformation for output
- Validate for compliance with standard industry tools
- Use for static documents, including marketing collateral, manuals, letters, and books

By extending our accessibility solutions and services with Auto Tagger for Accessibility, organizations can now easily support all customer communications, ensuring compliance and delivering a positive customer experience.

Meeting Accessible Needs for All Types of Communications

Accessibility is not limited to personalized communications. Due to cost and time constraints of making documents accessible, communications are typically enabled on a one-off or requested basis. Changes in regulations will no longer allow this to be acceptable.

The types of documents often overlooked are ideal for automation as they are typically static and not variable. To simplify this, we categorize communications into three buckets:

- Marketing – brochures, flyers, postcards, promotional communications

- Publication – books, magazines, annual reports, manuals

- Transactional – letters, notices, explanation of benefits

Considerations

No truly automated system is possible without requiring some parameters to ensure success. For Auto Tagger for Accessibility, documents that meet these considerations ensure the best output:

- PDFs must be compliant to the ISO 32000 standard and utilize standard true type fonts

- ALT text for graphics and artifacts may need to be tagged separately

- Complex tables may need intervention

- Scanned PDFs cannot be made accessible without OCR or ICR conversion to text

CrawfordTech Solutions

Crawford Technologies develops software and solutions to help enterprises optimize and improve the secure and accessible delivery, storage and presentment of their customer communications.

With over 1,800 customers on six continents, CrawfordTech solutions and know-how enable the largest banks, insurers, healthcare providers, utilities and print services companies to use their existing technologies, documents and data in new ways. We help them navigate the challenges in leveraging legacy applications in the platforms and applications of the future.

CrawfordTech's products, services and domain expertise reside at the nexus of content, data, and output management and are essential components of our customers' digital transformation, output management and document accessibility strategies.