

# case study: CA Technologies and accessible media

## Speakers:

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# about CA Technologies and TPG

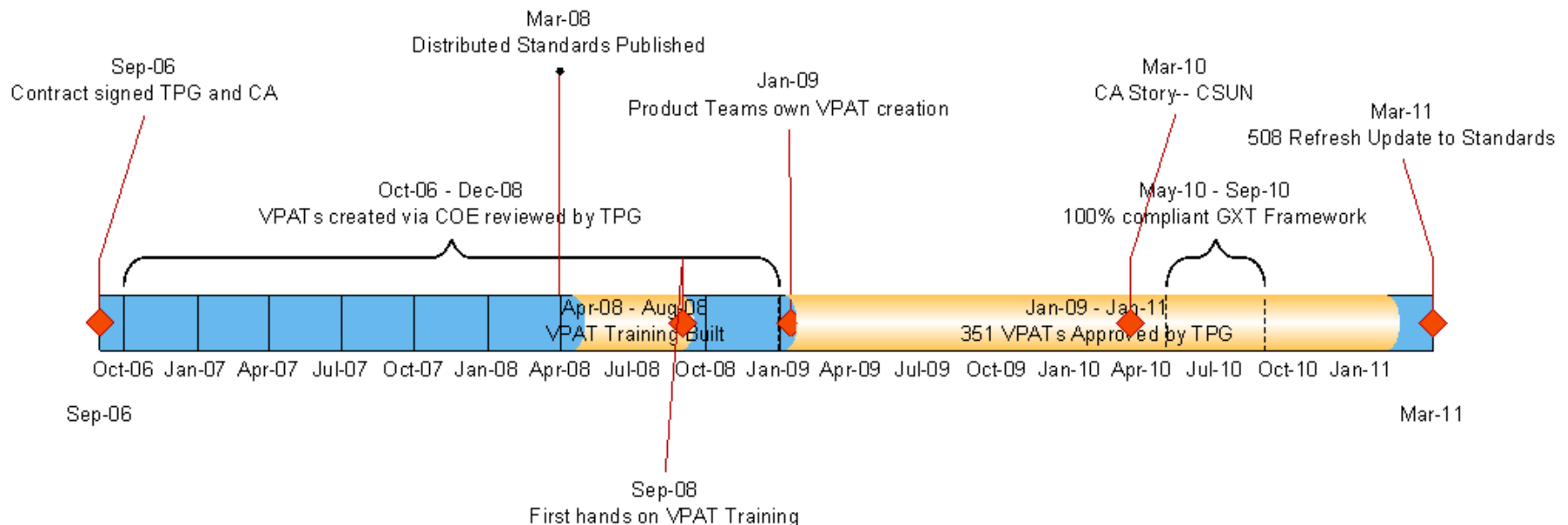
- CA Technologies [www.ca.com](http://www.ca.com)
  - 5<sup>th</sup> largest Independent Software Vendor (ISV) in the world
  - 100's of products
- TPG [www.paciellogroup.com](http://www.paciellogroup.com)
  - Global accessibility consultancy with internationally recognized expertise
  - Work with software companies to achieve compliance
  - With CA TPG reviews and approves all VPATs

- CA's Accessibility Program and how TPG is helping CA achieve its goals
  - Achieve 508 compliance (current and upcoming standards)
  - Challenges
    - Huge range of products
    - Huge, distributed teams in development and Q/A
    - Many new acquisitions with different levels of compliance
    - How to achieve compliance with a lasting effect for each product and each new release
    - How to achieve pervasive accessibility in an enterprise

# project overview

## — Solution

- CA engaged TPG in 2006
- Partner with CA to achieve pervasive accessibility
  - Multi-year project



# CA's accessibility program goals

- Goal: Enabling CA to create efficient and easy-to-use products for all users and become a recognized industry leader in advancing the cause of universal access
  - Go above and beyond criteria ✓
  - WCAG 2.0 and 508 Refresh ✓
  - Develop comprehensive resources ✓
  - Train and develop expertise ✓
  - Enhance standards and processes ✓

## Institutionalize accessibility

# why does CA care?

- Litigation risk
- Competitors make their VPATs available on their websites
- Public Sector requirement
  - US Government annual spending on software ~ **\$34B**
  - Accessibility compliance is required
    - Voluntary Product Accessibility Template (VPAT)
  - CA is being asked for commitment statements
  - Directly impacts our competitiveness in Public Sector opportunities
- Growing Private Sector / Customer requirements
  - Applies beyond Section 508 of the US Rehabilitation Act
  - Private sector starting to adopt some 508 standards
  - Changes to the way ADA is applied to more sectors.

# 508 compliance mandate

- CA has mandated 508 compliance as an ultimate goal for our products
  - 508 compliance for all new and growth products
  - Roadmap for renewals based on business case
- Creation of VPAT before GA--2010
  - All released products now have a validated VPAT
- Now focused on getting projects compliant and moving towards new version of 508 and WCAG2 conformance

# beyond product accessibility

- CA web site
  - Conducted audit
  - Reported and reviewed
  - Building strategy to enhance
- Documentation
- Multimedia
  - The topic of this presentation

multimedia

# background

- Three types of multimedia:
  - Product demos
  - Marketing videos
  - Product documentation
- Produced from different sources
- Different formats and authoring
- No combined standards
- Not accessible
- Example: [CA Instructional Video](#)



# goals

- Provide multimedia through single accessible player
- Create accessibility standards
- Implement accessible multimedia process
- Example of poor practice: [YouTube video with auto captioning](#)

# project outline

1. Gather requirements
2. Select player and configuration
3. Captioning and audio description
4. Create standards for testers
5. Create guide and standards for authors
6. Training
7. Rollout

requirements

# standards

- Section 508 1194.22
- Web Content Accessibility Guidelines 2.0
  - AA compliance

# examples of requirements

- Section 508 1194.22
  - (b) Equivalent alternatives for any multimedia presentation shall be synchronized with the presentation.
- Web Content Accessibility Guidelines 2.0
  - Guideline 1.2 Provide synchronized alternatives for multimedia

# multimedia requirements

- Most impact on multimedia player:
  - Full keyboard support
  - Flexible interface with support of user colors and font choices (skinning)
  - Identity, role and state for controls
- Only a few remaining for authors:
  - Captions
  - Text transcript
  - Audio description
  - Color usage:
    - Sufficient contrast
    - Use of color for information

# approach to compliance

1. Eliminate most issues with an accessible player
  - All multimedia provided through configured player
2. Next focus on content and alternatives

accessible player

# player requirements

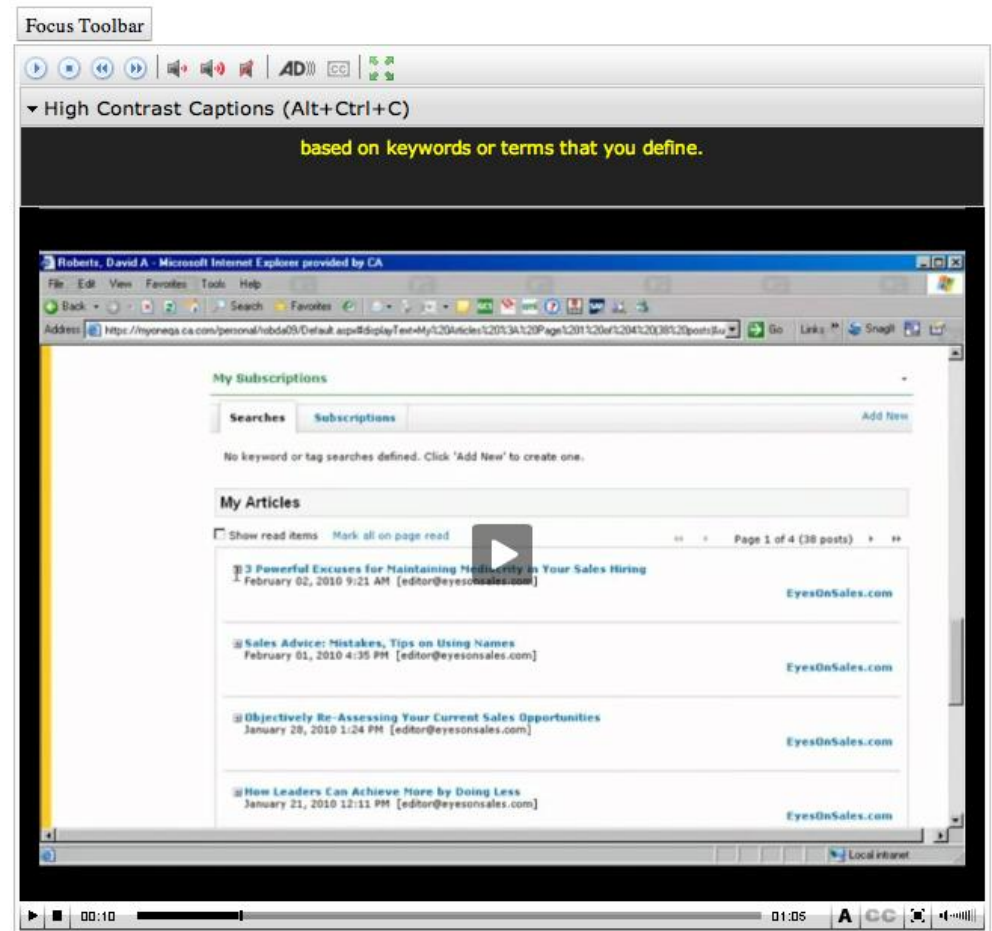
- Full accessibility support
- Play multiple formats
- Highly configurable
- CA branding

# JW Player

- Open Source
- Plenty of plug-ins and modules
- Supports captioning
- Full screen reader and keyboard support through plug-in.
- Example: [JW Player in action](#)



- Basic example using CA video.
- JW Flash Player
- Additional controls using Ohio State University Accessible JW Player Controls



- Resizable, high contrast captions and interface

▼ High Contrast Captions (Alt+Ctrl+C)

**Tagging items throughout OneCA will help you categorize and organize information,**

▼ High Contrast Captions (Alt+Ctrl+C)

**Tagging items throughout OneCA will help you categorize and organize information,**

# alternatives for content

# captioning

- Skilled work
- Relatively expensive
- Can be done in-house or outsourced.
- Important: separate caption file that can be used in different cases, such as YouTube.
- Player takes care of caption presentation.

# text transcripts

- Can use captions as a basis, or vice versa.
- Provide on same page or as document with link from multimedia.
- Nice to have: links in transcripts to timestamps in video.
- Better to use HTML vs PDF
- Example: [Text transcript](#)

# audio description

- Problems with Audio Descriptions:
  - Most complex requirement
  - Highly skilled specialists required
  - Extremely expensive
    - Thousands of dollars per hour of video
  - Difficult to achieve in-house
- Solutions:
  - If a demo, have the narrator always describe the action
  - Alternatively, record a separate track for describing the action

# audio description for software demos

- No real action
- A lot of speech, difficult to fit separate audio track
- Solution:
  - Presenters trained:
    - Describe visual elements
    - “The interface displayed here includes a main menu, tree list of categories and a grid...”
    - Describe accessibility features
    - “Click on the menu or press Alt+F”

# other types of multimedia

- Separate audio track
- Describe what you observe
- First describe what is essential to know
- During pauses or quiet moments

- Build pilot
- Create standards
- Provide guides and test plans
- Train authors

# pilot demonstration

# live demonstration of sample

- Player features
- Captioning
- Audio description
- Demonstration

the future

- Next Steps
  - Complete the sample
  - Build guides for authors
  - Train
  - Product documentation augmented and in some cases replaced with multi-media
  - Internal videos and external made compliant

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