

## IDC PERSPECTIVE

# Web Accessibility: Preparing for Compliance in 2025 Brings an Intersection of DEI and Customer Experience

Marci Maddox

## EXECUTIVE SNAPSHOT

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### FIGURE 1

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#### Executive Snapshot: Adopting Digital Inclusivity for Website Accessibility Within DEI and Customer Experience Initiatives

This IDC Perspective looks at the level of digital accessibility needed today to address regional legislation for people with disabilities or other impairments affecting equal access, navigation, and interaction with websites. The guidelines serve as a template for organizations to consider steps in auditing and remediating accessibility issues and establish a culture of digital inclusivity that make documents and websites easy to read, easy to understand, and easy to navigate.

#### Key Takeaways

- This document reviews the definition of digital accessibility, who it impacts, adoption of digital inclusivity against a set of laws, and guidelines for website compliance.
- Solutions available for auditing and remediating website accessibility span manual actions and automated technologies depending on the level of support needed.
- The guidelines offer criteria to evaluate software vendors and steps that establish a culture of digital inclusivity and the process changes necessary to remain in compliance long term.

#### Recommended Actions

- Consider a phased approach to address the highest risk areas first and establish a team to evaluate the exposure and immediate actions.
- Establish a digital accessibility policy that outlines how the company adheres to WCAG levels of compliance and regional regulations with education and enforcement.
- Look for technology solutions and partners that can implement accessibility systematically and sustain an ongoing initiative to maintain digital accessibility compliance with audits and remediation actions.

Source: IDC, 2023

## SITUATION OVERVIEW

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With the rise in regulatory governance targeting digital accessibility, IDC researched the impacts that noncompliant websites and documents have on the customer and employee experience. Surprisingly less than 10% of websites are fully accessible across visual, auditory, and cognitive disabilities. Organizations are looking at their vendors to provide the tools natively to help address accessibility at the creation stage rather than later in the content life cycle when it is more costly to remediate the errors. Website and content creators are not intentionally excluding people with disabilities. However, in not making accessibility a priority and educating employees on inclusive design practices, organizations may be inadvertently blocking a significant portion of their audiences from accessing and engaging with the business.

Digital accessibility also benefits people without disabilities including aging populations; non-native speakers; users of mobile phones, smartwatches, or other small screens to read and navigate information; and simply people in an environment where they cannot see well or listen to audio privately. There is also a rise in businesses and government agencies requiring digital accessibility in the products that they purchase and the services that they use. Legislation, such as the European Accessibility Act (EAA), will have wide repercussions for global companies similar to GDPR adoption and enforcement. The EAA was adopted by the European Union (EU) in June 2019. By June 2022, EU member states needed to translate and adopt the directive into their national laws. By July 2025, the law must be enforced. While legislation has been introduced for digital accessibility practices, not all regions are enforcing them. As awareness about digital accessibility grows, organizations should consider the impacts on their employees and customers by formulating a strategy that addresses the policies, procedures, and technologies fundamental to doing business in this digital era.

### What Is Digital Accessibility?

Digital accessibility is the ability to make online documents and websites accessible to everyone, whether for impairments such as motor function, vision, hearing, or cognition. Digital-accessible designs also apply to people facing language barriers or the responsive design needed to address a variety of devices that they are using. For example, on a mobile phone, users should be able to pinch and zoom the content, which will automatically adjust for the available screen real estate, moving from a single-column view of content to rotating the device to see two columns or from portrait mode to landscape mode. A person navigating the website may want to use a keyboard rather than a touchscreen or a mouse and should be able to navigate around by jumping from one active element to another, tabbing between links and form fields, or reading out the content via assistive technologies in the proper order.

The global COVID-19 pandemic brought to light the importance of digital accessibility with the amount of information and interactive services that needed to be provided via the web and mobile devices. For many of the basic services, including activities such as grocery shopping, medical consultations, or online banking, organizations were not prepared to make their websites accessible to everyone, not only to users with disabilities. Companies able to accommodate accessible services expanded their reach to a larger and untapped customer base given that the U.S. census identified that nearly 15% of the consumers in the United States with purchasing power have one or more disabilities.

Digital accessibility is also important in improving the employees' experience as remote and frontline workers are benefiting from online tools. IDC survey data shows that organizations are placing an emphasis on internal employee documents over external-facing customer documents to meet

accessibility standards for the visually impaired. Many customer-facing documents such as incident reports, financial statements, or supplier documents are lacking in visual support; customer portals are also the most often kept in compliance, whereas developer sites are less so.

Digital accessibility is not only an issue of technology but also the way in which organizations are communicating on an equal basis with everyone to ensure their independence and social and occupational participation with the business is possible. Legislation has been put into place in many countries to ensure the appropriate measures are taken to ensure access for persons with disabilities to information and communication technologies in the digital age.

## Who Does It Impact?

How an individual with a disability or limitation interacts with a website can vary depending on several factors. Inclusive website design will accommodate a diverse range of people and address some of the common issues that organizations are missing today. IDC survey data shows that less than 50% of organizations' websites accommodate visual and auditory disabilities and less than 25% are addressing the cognitive spectrum. In the simplest terms, an accessible website is one that is easy to read, easy to understand, and easy to navigate by people with disabilities.

### *Visual*

Vision restrictions include limited readability, color visibility, or appropriate reading levels. The presentation user interface should support screen magnification, high-contrast themes, or nonvisual navigation of the web page using a keyboard or conversational interfaces for text-to-speech conversion. Missing localized content variants and dialects may also impede understanding and actions. Content management systems should prompt content authors and developers for alternative descriptors for visual identifiers (images and icons) and action tasks (buttons and links) and to use correct heading structures (e.g., use `<h1>` tags instead of bolding or increasing font sizes) to organize and label elements in forms or fields. Addressing color blindness means designing elements (e.g., text color, background color, patterns) for those who cannot differentiate the full color spectrum. Elements that change color based on state, hover of a mouse, or field selection should also have alternate indicators other than color changes.

### *Physical*

Loss of touch and physical dexterity to use a mouse, touchscreen, or other interactive device to access content should also be considered in website user interface design. Supportive assistive devices include a keyboard, eye-tracking software, or artificial intelligence (AI)-based interfaces. Appropriate use of developer-based media queries will detect which device type is being used – a small-screen mobile device or larger touchscreen – and modify the touch target size and alternate options for type size – and whether it will scale correctly when zoomed – or reorder content appropriately with scaling.

### *Auditory*

Auditory limitations include a minimized range of audio frequencies, understanding a language, or complete deafness. The use of captions, screen reader descriptions, or transcripts in visual content, such as videos, will provide an alternative to sound. Organizations should consider incorporating messaging channels, like Slack, into the workstream and core work tools to accommodate workers who have difficulty in hearing and allow higher levels of collaboration.

## ***Cognitive***

There are a broad set of cognitive affects, such as those with dyslexia or autism or those prone to visual stimulation seizures who require special attention to minimize distractions, flashing animations, or movement around the web page in an unexpected way. Learning disabilities, photosensitivity, or reading levels should also be considered. On a broader scale, it would include translation intent and meaning, such as understanding within a cultural context what constitutes a joke versus what is considered harmful.

## **Adopting Digital Inclusivity**

While diversity, equity, and inclusion (DEI) has been on the corporate agenda for years, the recent global pandemic and new work environments have elevated the importance of developing an inclusive culture and placing digital accessibility within DEI initiatives. IDC found that improving the employee experience was found to be a key driver for 59% of organizations to implement digital accessibility guidelines. Digital accessibility has also expanded into consumer-centric functions such that employees can increasingly serve those who are disenfranchised by employing tools that ensure that website content is tracking to the latest guidelines and regulatory laws. Pervasive adoption of digital inclusivity has the potential to remove barriers in the same way that the Americans with Disabilities Act (ADA) brought about the accommodation for physical disabilities.

## ***Work Environment***

Companies are addressing inclusivity by establishing policies and processes that ensure underrepresented groups can thrive in their work environment. Employees appear to respond well to employers that give everyone the opportunity to have an equal voice and the tools that they need to succeed. Some companies like Microsoft not only have incorporated digital accessibility in the tools that they sell but also are investing in helping their employees work more effectively. For example, with remote work increasing the dependency on video meetings, Microsoft Teams offers translation services, transcription, and close captioning for the end user to select their preferred method of information consumption. At the same time, it benefits the business by reaching more consumers and supporting untapped employment opportunities.

## ***Brand Promise***

Organizations are increasingly incorporating accessibility as part of their corporate value statements under the DEI umbrella. However, these modern brand promises are not finding their way to the maintenance of their websites. When violations to that promise occur, it results in loss of revenue and damage to the brand that can take time to recover. Beyond the support for visual, audio, and cognitive disabilities, organizations should also consider how well they accommodate a more diverse set of needs of their customers. Examples include mobile-friendly pages accessible from anywhere, consistent navigation bars that are easy to find at all times, quick page load speeds to keep the user's attention, writing with a tone of voice that suits the audience, and utilizing relevant images to align with local customs or preferences.

## ***Business Costs***

When it comes to the resources needed to adopt and maintain digital accessibility, there are the obvious costs of technology investment, but there are also additional costs surrounding education, awareness, and compliance. Organizations need to invest in training their employees to know how to communicate effectively and consider how the content that they create will affect others. Reliance on technology alone will not guarantee digital accessibility compliance. For example, rather than placing

text within an image to "Buy Now," the user interface should use live text labels or HTML that a screen reader can interpret. There are also costs for fixing errors or noncompliant websites that if not addressed effectively may result in fines and lawsuits. There is also the time necessary to perform regular audits and ongoing remediation. Organizations should invest in voluntary product accessibility statements that outline their compliance to the laws and guidelines for web accessibility.

## What Are Today's Laws and Guidelines?

The specifics of digital accessibility legislation vary from region to region, but they have a common set of objectives. They aim to enable equal access to digital products, services, and information to foster a culture of diversity and inclusion specifically for people with disabilities. Failure to comply with any laws will leave the company subject to disability discrimination charges. The two most notable legislation have been established in Canada and the European Union. Other pertinent laws include the United States Section 508 of the Rehabilitation Act of 1973, 21st Century Communications and Video Accessibility Act (CVAA), and the World Wide Web Consortium (W3C) Web Accessibility Initiative (WAI) and Web Content Accessibility Guidelines (WCAG). The WAI focuses on accessibility guidelines and standards for web content, browsers, and applications. IDC expects that other governments and municipalities in major economic areas will adopt similar legislation with the power to issue fines for violations.

### *Web Content Accessibility Guidelines*

The World Wide Web Consortium develops international standards for the web. WCAG categorizes four principles of accessibility by which users can assess web content: perceivable, operable, understandable, and robust. Many regional legislation reference the WCAG guidelines. The latest version of WCAG 2.1 consists of 78 success criteria, each of which is labeled with either Level A, AA, or AAA. WCAG 2.2 is in development with an expected finalization in May 2023 and will further address needs related to mobile devices, sensory disorders, and diverse content types. The levels are cumulative of the preceding level; highlights of the criteria include:

- Level A:
  - Provide text alternatives for nontext (i.e., images) content
  - Provide prerecorded captions for videos
  - Provide audio controls to stop or pause the audio
- Level AA:
  - Provide live captions for live audio content.
  - Allow content to be resized without assistive technology with no loss of function
  - Headings and labels describe the topic or purpose
- Level AAA:
  - Provide sign language interpretation for audio content
  - Images of text are not used except for decoration
  - A user's session can expire, and they can restart from their last point after reauthentication

### *Regional Laws*

Companies are predominantly aware of the WCAG standards and their own local accessibility laws but are behind in implementing their websites accordingly. IDC surveys show that 40% of organizations are aware of the WCAG AA standard but less than 30% are complying, and for a AAA Level, it is less

than 20% compliance. In the United States, 50% of companies are aware of the Americans with Disabilities Act compliance but only 30% are complying; in the United Kingdom, 52% are aware of the EU Equality Act of 2010 but only 30% comply. There are numerous countries with local digital accessibility laws including Argentina, Australia, Brazil, France, Germany, Italy, Japan, and New Zealand. Further details on the United States, Canada, and the EU are discussed in the sections that follow.

## United States

In the United States, there is currently no single mandatory standard for companies to adhere to for website accessibility in the same way there are requirements for brick-and-mortar stores. Nonetheless, most private settlements require companies to ensure that their websites meet the WCAG 2.0 AA standards.

At the federal level, Title III of the Americans with Disabilities Act prohibits discrimination "on the basis of disability in the activities of public accommodations." While the law was enacted primarily to focus on obstacles at physical locations, it is being applied to obstacles in purchasing goods and services on the internet as well. The Twenty-First Century Communications and Video Accessibility Act provides persons with disabilities access to modern communications including new digital, broadband, and mobile innovations.

Enactment of digital accessibility mandates went into effect for California in 2017 and Colorado in 2021. The California AB 434 State Web Accessibility Standard is a regulation that requires all California state agencies to make their websites accessible in compliance to the WCAG 2.0 AA guideline level. Each state agency must post a sticker on its website stating compliance and provide a contact number for inquiries. Colorado House Bill 21-1110 law expands on protections that are already included in the federal ADA and codifies them in state law making it easier to sue a non-accessible government site in a local jurisdiction.

## Canada

In the Canadian province of Ontario, the Accessibility for Ontarians with Disabilities Act (AODA) requires public sector organizations and large private sector and nonprofit organizations with more than 50 employees to make their websites accessible to people with disabilities. AODA required such entities to meet Level A compliance in 2014 and meet Level AA compliance by 2021. Failure to comply could result in fines of up to \$100,000 for each day of violation. Enforcement will begin in earnest by 2025 to provide a benefit to all Ontarians.

The Accessible Canada Act (Bill C-81) came into power in July 2019 with the purpose to make Canada barrier free by January 1, 2040. The act addresses any technological information or communication that hinders full and equal participation in society by persons with an impairment including "a physical, mental, intellectual, cognitive, learning, communication, or sensory impairment or a functional limitation." Notices of violation in non-accessible digital content and the technologies used to access it may require an organization to pay a penalty of up to \$250,000 per violation.

Other Canadian provinces and territories have already become, or are in the process of becoming, more inclusive by law, including The Accessibility for Manitobans Act (AMA), Nova Scotia Accessibility Act, Quebec Standard on Website Accessibility, and the Accessible British Columbia Act.

## European Union

The EU has passed both the EU Web Accessibility Directive and the European Accessibility Act (also known as Directive 2019/882). The EAA was adopted by the EU in June 2019. By June 2022, EU member states needed to translate and adopt the directive into their national laws. By July 2025, the law must be enforced. There are exceptions for companies with fewer than 10 employees and annual revenue less than €2 million. The EAA extends the Web Accessibility Directive (Directive [EU] 2016/2102), which has been in effect since 2016, and provides people with disabilities with better access to websites and mobile apps of public services. The EAA applies to products and services that are sold or used within the EU, regardless of where the business is based. In this regard, its global reach is similar to GDPR. The EAA draws heavily from WCAG 2.1 but includes further requirements.

The European Web Accessibility Directive requires companies to post an accessibility statement for each website and mobile app, stating non-accessible content and alternatives as well as contacts. Organizations must provide a feedback mechanism for users to alert the entity of any accessibility problems or request information published in non-accessible content. Compliance is performed with regular monitoring and reporting on the results to the commission every three years.

## Solutions Available for Digital Accessibility

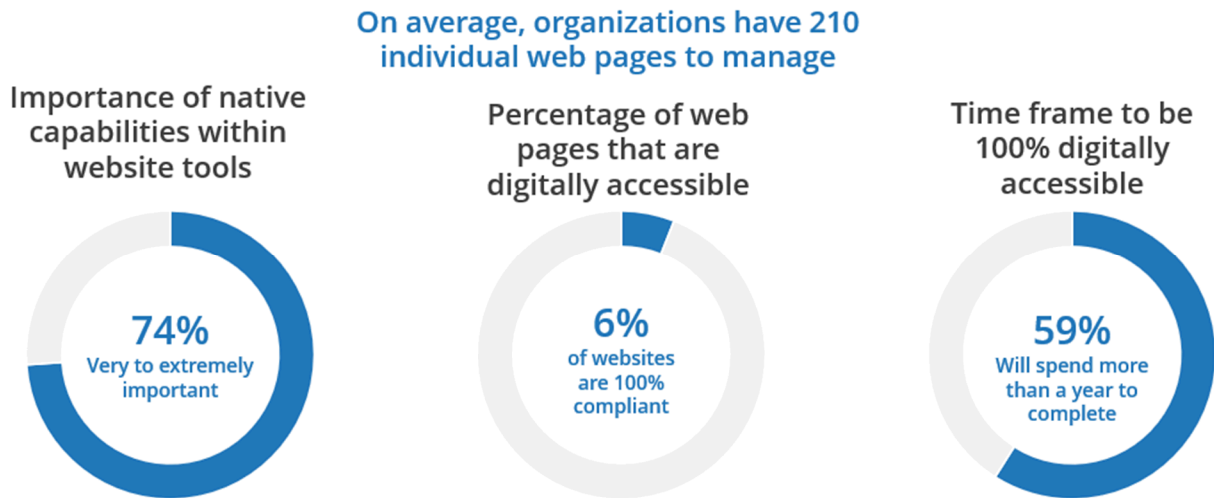
Digital accessibility tools come in a variety of packaged solutions and combinations of both product and services each with their own different approach to checking and fixing errors. Some tools are adopting artificial intelligence to dramatically increase the success rate of accessibility scans and reducing the need for humans to identify accessibility issues either manually or in traditional testing. IDC found in its recent *Digital Accessibility Survey* that 74% of organizations want their work tools to handle accessibility natively within the application (see Figure 2).



## FIGURE 2

### Digital Accessibility Progress

Q. How important is it to provide native digital accessibility capabilities? How many public-facing individual web pages are maintained? What percentage of web pages are digitally accessible? What is the time frame to be 100% compliant?



n = 517

Source: IDC's *Digital Accessibility Survey*, September 2022

### Approaches to Compliance

- **Style guides** are a first step to creating digital products that are user-friendly. Following an inclusive design methodology, design elements can be configured for layout, navigation, and understanding, perceiving, and interacting with your company through web, mobile apps, and documents. Developers can create a component library of tooltips, chart components, or other drop-down elements that can be optimized for accessibility. Style guides can ensure that font sizes are legible, text is at a preset reading level, and colors have been paired up for strong contrasts. Designers and developers can reuse these components anywhere on the website.
- **Accessibility checkers** quickly scan the website for on-page and technical accessibility issues and errors in readability or navigation based on recognized accessibility standards, such as WCAG. There are both automated and manual tasks. Google Lighthouse is one example of an open source automated accessibility checker to audit the performance, accessibility, and search engine optimization for public and authenticated websites or progressive web apps. Code changes or content changes are left to the human to remediate.
- **Audit services** use automated and manual testing for verifying compliance, identifying infractions, and offering remediations. Audit software can run externally, as a SaaS or in a browser plug-in to continually monitor the site, run the audit, and remediate the changes. A turnkey service such as UsableNet will also maintain code updates as part of a release management process.
- **Overlay tools** sit on top of the existing presentation layer of the website. Often deployed as add-on solutions, overlay tools inject JavaScript snippets directly into the website and do not



touch the original source code. Overlays can be incorporated into a toolbar, a plug-in, or a widget to also put control of the accessibility features into the hands of the end users. These types of solutions are an easy fix but do not address the underlying problem in either the code or the process that generated the page, including human design flaws.

- **Code solutions** like accessible rich internet applications (ARIA) are technical specifications used by developers to build accessible content such as labels or instructions. Care must be given to interactive content (e.g., accordions or sliders) that may interfere with screen readers if they are not implemented properly. Developers can insert the ARIA attributes into the HTML code to enable assistive technologies to understand what type of content it is and how to better navigate it. AI and machine learning are dramatically increasing the effective rate of accessibility tools to accommodate alternative descriptions for visual components or scanning of issue identification.
- **Full-service providers** employ both technology and testing methodologies to automatically identify accessibility issues and remediate them where possible. Some providers also perform auditing and monitoring of code evaluation for compliance. They may also include training on their platform and general accessibility awareness training. Consulting services can include legal support as well.

## Technology Vendors

Digital accessibility vendors include an array of full-service providers, technology-first providers, and overlay providers. This document does not include pure accessibility consultants or niche providers that focus on specific technologies, such as those used for PDF/document remediation. There are two types of software solutions to be addressed in this document: content creation tools and website auditing tools. Examples of various content and accessibility tools are discussed in the sections that follow.

## Content Tools

- **Adobe Creative Cloud** highlighted its Design Decoder tool that uses AI to automatically view patterns and color alternatives for color blindness by switching the pattern view to grayscale.
- **Bazaarvoice** offers solutions to generate, curate, manage, distribute, and analyze authentic user-generated content to drive ecommerce awareness and sales. The Bazaarvoice platform supports WCAG 2.1 guidelines for content sharing. As a guiding principle, Bazaarvoice addresses brand safety and trust by supporting brand guidelines, regulatory compliance, and a focus on authenticity.
- **Brightcove** addresses accessibility in video with real-time language and caption generation based on user preference on a browser or mobile app.
- **Crownpeak** is the only digital experience and content management provider to natively offer accessibility tools embedded directly into the content creation process for web, mobile web, and other HTML browser-based experiences. Crownpeak's capabilities also enable brands to provide inclusive shopping experiences.
- **Gatsby** is a web framework supporting developers building front-end websites with accessible routing and a built-in linting tool to find accessibility errors.
- **Grammarly** builds on its existing writing assistance technology to address style guides and comprehension with personable writing tones and suggestions.
- **Messagepoint** is an AI-powered customer communication platform that assesses reading comprehension and identifies sentiment of the content during the content creation process.

## Accessibility Tools

- **accessiBe** provides an automated overlay solution that plugs into the front-end website to augment the HTML for website compliance.
- **CommonLook** offers expert advice, a knowledge base, remediation services, and multiple software options to address accessibility across regions and industries such as healthcare. CommonLook Office for Microsoft Word and PowerPoint is a plug-in like spellcheck that validates accessibility within the document. PDF documents are validated using a plug-in to Adobe Acrobat. CommonLook Clarity is free for users to scan a folder of documents or a domain for a bulk test audit. Common look can also handle braille and large print services.
- **Deque Systems Inc.** provides software, services, and training to support digital accessibility. At the code level, Deque's tools use axe-core as the engine behind the company's automated and semiautomated testing. axe DevTools finds and prompts dev teams to potential accessibility issues and explains ways to correct these issues to conform to accessibility guidelines. axe Monitor tracks, measures, and reports on digital accessibility initiatives. axe Auditor supports the manual tests required for comprehensive audits or to complete the last mile of testing on content and applications.
- **Equally AI** can be integrated into content management systems to scan the website daily for content not in compliance with accessibility requirements. Equally AI provides features like comprehensive keyboard navigation, clear labeling and tagging of page elements, accurate alternative text for images, accessible forms, and conformance for assistive technologies.
- **Siteimprove** offers both manual and automated testing tools with a point-based system to rate the level of accessibility and SEO compliance on a page. Siteimprove offers a plug-in to Adobe, Optimizely, Progress Software, and Sitecore to perform pre-publishing checks with guided walk-throughs to help users who are not familiar with accessibility test and remediate the errors. A browser plug-in will test the page in real time once it is rendered.
- **UsableNet** is a fully managed service provider with a self-service testing platform that combines experts, technology, and legal support in its UsableNet Assistive offering. Experts can make recommendations to the web designers and content authors for web pages, text, videos, and PDF documents by recording user journeys via a Chrome plug-in in the system to monitor compliance.

*Note: All numbers in this document may not be exact due to rounding.*

## ADVICE FOR THE TECHNOLOGY BUYER

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Analyzing documents and websites for digital accessibility can be difficult and time consuming, especially as laws change and content is continually changing on the website. The cost to retrofit an existing website for accessibility can be extensive in both time and money. The simplest way to minimize the cost is to integrate inclusive design into the development of content and websites from the very beginning. As a general rule of thumb, it is recommended to monitor the sites on an ongoing basis to identify any noncompliant areas and remediate them immediately. Digital accessibility is not a one-time fix but rather a long-term investment in establishing a culture of inclusivity, identifying processes that impact a diverse set of communities, and establishing technology that can automate many of the audit and remediation recommendations.

Consider these steps to address digital accessibility within your organization:

- Establish a project resourced with web tools team and a knowledge platform to track audits and remediation tasks.
- Develop a business case to address the cost of fixing the issues versus no action. Include areas of culture, business revenue, partners, fines/lawsuits, and technical support implications.
- Assign resources for the tasks: cultural lead, front-end developers, knowledge experts, and training teams.
- Check how accessible the current website is and document any barriers that make it difficult for a person to access, navigate, or engage with the content.
- Determine the set of processes affected and the depth of training needed by the team to adopt an inclusive design model.
- Establish best practices to prioritize remediation tasks and assign resource teams for modules or use cases, styles guides, content, or code updates.
- Prioritize the ability to reach WCAG Level AA and any regional regulations that are immediately in violation to reduce the risk of fines or lawsuits.
- Evaluate vendors that offer regional support with the appropriate level of technical or legal assistance.
- Create a plan and test and implement changes to bring the website into compliance with accompanying policy and process updates.
- Identify a road map for work and next step milestones and recurring audits/remediation for three to five years out.
- Raise awareness about accessibility and issues faced by people with disabilities or impairments with education on how to accommodate them.
- Achieve compliance certification and publish an accessibility policy and website statement.
- Monitor and report results on a regular cadence.

## LEARN MORE

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### Related Research

- *Customer Data Influences on Content Marketing and the Customer Experience* (IDC #US50455223, March 2023)
- *Complying with Document Digital Accessibility Guidelines* (IDC #US50134823, February 2023)
- *IDC Survey: How Aware and Ready Are Organizations to Comply with Website Digital Accessibility Guidelines?* (IDC #US49843422, November 2022)
- *Future of Customer Experience: Measuring Content Effectiveness to Reduce Customer Effort and Improve Customer Experience Satisfaction* (IDC #US49714122, September 2022)
- *Intelligent Digital Workspace Addresses Accessibility Through New Types of Content and Technology Interfaces* (IDC #US49264722, June 2022)

## Synopsis

This IDC Perspective looks at the level of digital accessibility needed today to address regional regulations for people with disabilities or other impairments affecting equal access, navigation, and interaction with websites. The document offers guidelines to serve as a template for organizations to consider steps in auditing and remediating accessibility issues and establish a culture of digital inclusivity that makes online documents and websites accessible to everyone whether for impairments such as motor function, vision, hearing, or cognition.

"The majority of organizations are aware of digital accessibility guidelines and standards; however, with only 6% of web pages being fully digital accessible, there is more work to be done to meet local laws and global guidelines," says Marci Maddox, research vice president for Persuasive Content and Digital Experience Strategies at IDC. "Less than half of the public websites accommodate visual and auditory disabilities – and even fewer for cognitive disabilities – which leaves a wide gap of communication, commerce, and business interactions inaccessible to online users. Software vendors need to step up and make it easier for organizations to handle digital accessibility natively in their tools and make it easier to maintain compliance long term."

## About IDC

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## Global Headquarters

140 Kendrick Street  
Building B  
Needham, MA 02494  
USA  
508.872.8200  
Twitter: @IDC  
blogs.idc.com  
www.idc.com

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