Removing ADA risk – addressing the root cause of compliance failure.

Introduction to AAAtraq // Continuous Protection – the first Risk Control Program for _online_ ADA.

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Contents

1   Introduction

This document provides and overview of why 94% of websites fail ADA compliance, despite the millions-of-dollars being spent on compliance initiatives, services, tools and widgets. It details why, despite best efforts, organizations continue to leave themselves exposed to the exponentially growing threat of litigation. It also outlines the AAAtraq approach, designed to remove ADA risk and reduce the costs of achieving and maintaining compliance.


AAAtraq is not a tool for the web or technical teams. Whilst we are experts in accessibility diagnostic testing (we offered the first commercially available system, 19 years ago) – the focus on diagnostics and 'fixing' the website is at the heart of the problem. Web teams can use any number of widely available tools to find the problems, despite this, compliance isn't improving; it's easy to find failures on almost any website, leaving insureds unnecessarily exposed.

2   Background – last four years

In the last four years, two thing have risen sharply – spend on compliance initiatives and litigation, without any noticeable improvement in compliance. Underlining that the spend to date has not been effective (even wasted). Organizations, in good faith, have contracted with and listened to the promises of vendors – but have been lacking the ability to independently understand their own position and oversee improvements.

The reality of where organization are today:

1. **Insured** (present / future) **have to comply with ADA in relation to online.**
2. **Takes 60**secs **to demonstrate risk.**
3. **IT/Web** *reacting* **is the problem –** underline risk management is the answer.
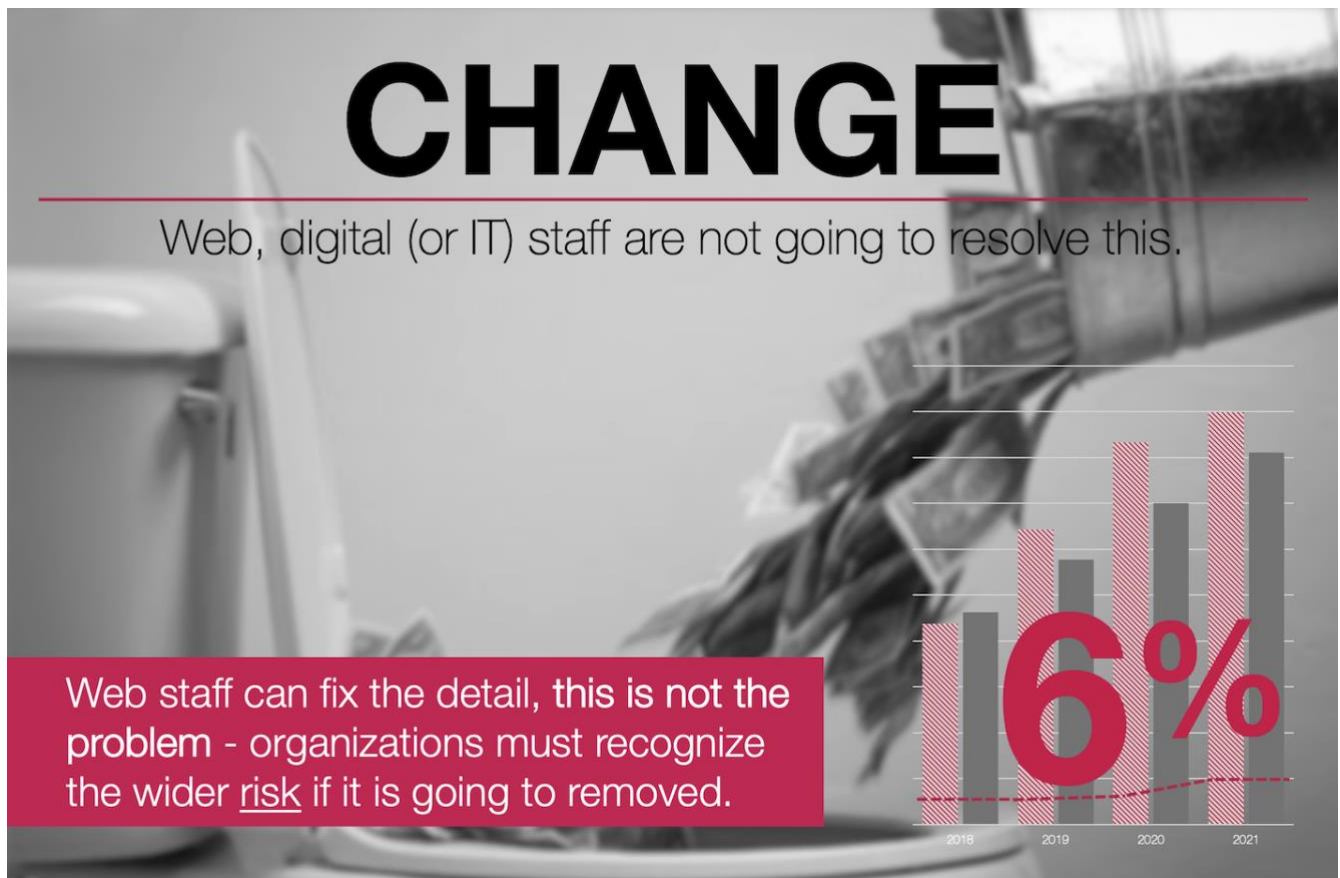
3   The root causes of failure

3.1   The continuous break and fix cycle

Organization are wating millions-of-dollars continually running audits, generating technical reports, and making 'fixes' to their website. Whilst ultimately 'fixes' must be applied to achieve compliance, the current approach of diving into the diagnostic detail without putting solid foundations in place first, is at the heart of the problem and leads to a continuous cycle of fix, break, fix and then break again.

3.2   Solid foundations

Until there is accountable contracting with vendors, staff are trained, 'fixes' are prioritized and managed, i.e. the work monitored and independently verified, the vicious cycle of break and fix will persist – compliance will not improve and organizations will continue be at risk.

3.3   Independent reporting

Risk leaders, compliance managers and executives need their own, independent reporting, in a non-technical format, allowing them to clearly understand their ADA exposure and subsequent risk - not be fed the technical reports those doing the work, and vendors, want to share.

4 Removing ADA risk

Until organizations treat ADA compliance as an ongoing organizational risk to manage, rather than a web or IT problem to 'fix', they will continue to be exposed. Compliance isn't an option, it's a stark choice – await litigation, continue wanting this to be an IT / Web problem, with an expensive, distracting, and reactive approach

or

take control now and implement a Risk Management Approach:

1. **Clarity as to level of risk.**
2. **Remove the cause of the failure, get compliant.**
3. **Ensure ongoing protection** *insurance*.

5 AAAtraq / Continuous Protection

Our focus in not the diagnostics detail 'fixing' the website, web people can use any variety of tools widely available in the market to identify failures. The point is, despite this, this approach hasn't been successful, 94% of website fail.

To remove ADA risk, organizations must address the root cause of the failure, i.e., accountable contracting with vendors, training staff, a clear accessibility statement - then a way to prioritise what webpages to deal with in what order, and finally looking at other website assets, e.g., PDFs, PPTs, etc.

Decision makers need their own reporting, in a non-technical format, allowing them to understand ADA exposure and subsequent risk - not be fed the technical reports those doing the work want to share.

Then they need an audit trail of all actions and activities - a demand response, claims management system (with immediately available legal teams) and costs coverage.

5.1 AAAtraq's Risk Control Program

This is why we offer Continuous Protection / AAAtraq's Risk Control Program - so that organisations are not repeatedly fixing the same issues on the website and at the mercy of their developers and vendors (who at last are being made accountable). In addition, organizations need an audit trail of all actions and activities, a demand response claims management system (with immediately available legal teams), and costs coverage.
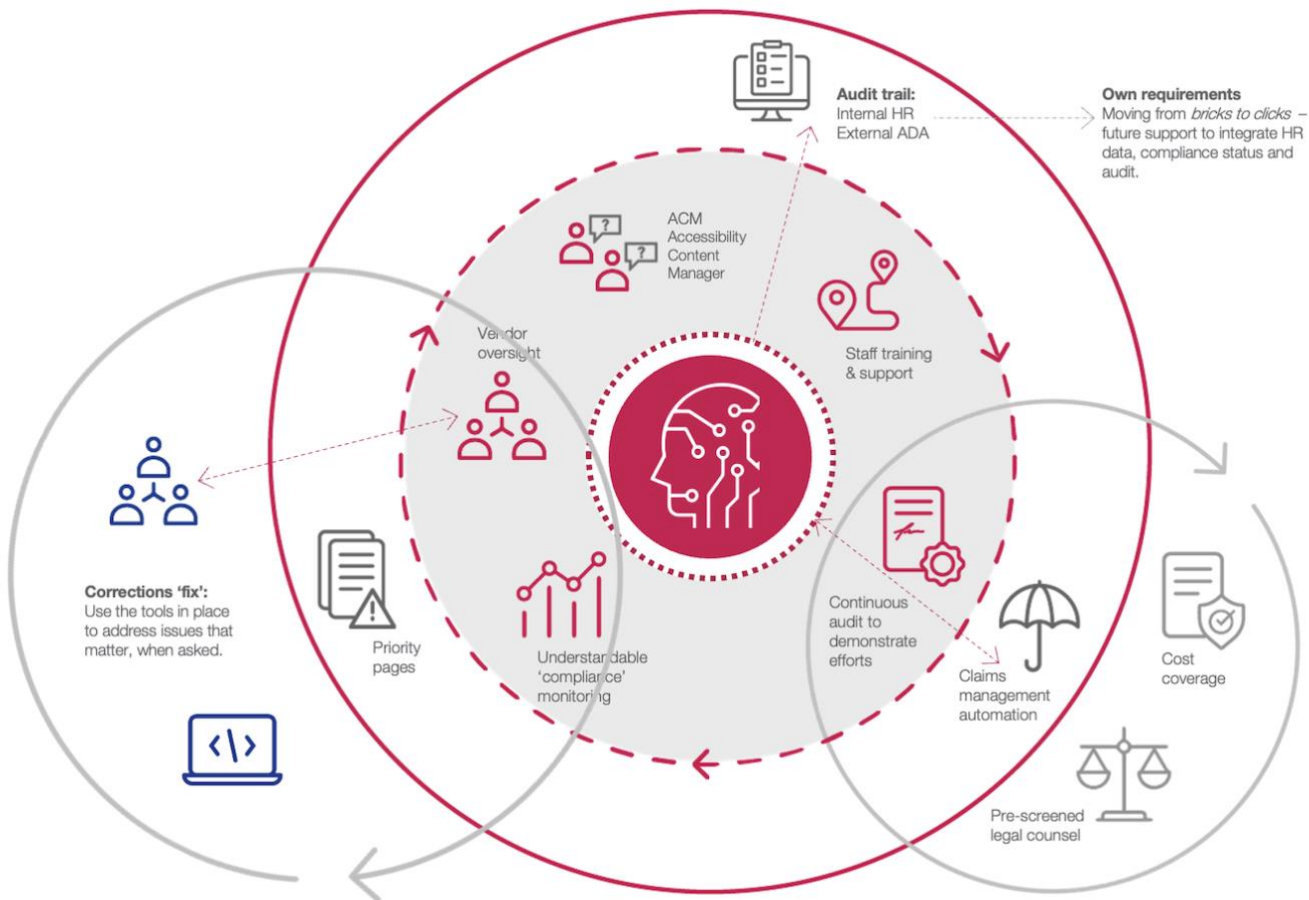
6   AAAtraq versus DIY

AAAtraq's Continuous Protection / Risk Control Program is the result of our 20+ years compliance experience and project methodology enabling us to build intelligent, automated technology to remove over 90% of the costs and effort involved in understanding, achieving, and maintaining ADA compliance.

AAAtraq vs DIY

Without, is it prohibitively expensive?

	Planning	Overseeing and achieving compliance[3]	Maintaining compliance[3]	Coverage	Claims management

DIY
Year one, $20,700 – Year two onwards $14,300   If available, $6,000 ~ $35,000+

AAAtraq
Includes: **92**% Savings Year 1
Planning
Overseeing and achieving compliance[3]
   (CiMS – covering Staff Training / Vendor Management / Content Prioritization)
Ongoing Compliance maintenance [3]
$50,000* Coverage
Claims management
Annual subscription $1,975

[3]Excludes the costs of corrective action
* Up to, based on program actions, steps completed.

AAAtraq generates a bespoke plan of compliance and risk control actions for each website. The planning, overseeing, achieving and maintaining compliance is conservatively estimated to cost $20,700 in the first year and $14,300 in subsequent years – meaning that AAAtraq will save you more than 90% in the first year. AAAtraq also provides demand response claims management and legal costs coverage, which is not widely available, and is estimated to cost from $6,000 to $35,000 dependant on the nature of the claim.

7   Understanding Risk

The AAAtraq compliance score is a way to understand the ADA risk for any website. Unlike the majority of ADA compliance reporting, which is overly technical and complex – it has been designed so that risk managers, compliance managers and executives can immediately understand their website risk exposure and oversee compliance initiatives, without the need for any technical or accessibility expertise.

Simply enter the website address in the box provided and you will be presented with a color-coded risk score – red is bad, green is good. The score - a numerical value (the higher the score, the higher your risk) is based on the number of compliance failures found on the webpage. This can be used for tracking progress over time.

It's free / takes less than 60 seconds – the first independent assessment capability open to risk managers, allowing them to immediately understand their exposure and, ongoing, monitor their compliance position.

visit:

www.AAAtraq.com/check/

Accessibility Statement

AAAtraq is committed to ensuring access to content for all, without discrimination of any kind. We engage in ongoing efforts to ensure adherence to the requirements defined by the World Wide Web Consortium (W3C), specifically, the Web Content Accessibility Guidelines (WCAG) 2.1. Content contained within PDF documents can be provided in alternative formats to ensure access is available to as wide an audience as possible. Although AAAtraq endeavours to meet the WCAG requirements, it is not always possible to do so in all areas of our websites and all document formats at all times; be it our reliance on 3rd parties, technical or usability limitations. If you experience problems, please let us know, at your convenience by email (accessibility@AAAtraq.com).

Disclaimer

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