



## Doing the Right Thing

Under the Americans with Disabilities Act (ADA) and Section 508, your commercial mobile apps must be accessible to consumers with disabilities. The Web Content Accessibility Guidelines (WCAG) provides recommendations on how to make content accessible. Following the guidance allows you to provide an accessible customer experience to the 25+ million people in the US and Canada with disabilities. But is ensuring accessibility that easy?

## Challenges of Verifying Accessibility

Presently, verifying accessibility is expensive, risky, and inconsistent. Why?

Accessibility testing is currently either outsourced or done manually in-house. Outsourcing to consultants is expensive, meaning your app likely gets audited once or twice a year. Consequently, your app can fall out of being accessible between audits.

Alternatively, in-house accessibility testing is carried out manually via screen readers, peripheral keyboards, or other assistive technology. It's painstakingly slow and time-consuming. Furthermore, using a patchwork of tools and policies often leave companies with hidden accessibility violations.

What does that mean? Accessibility audits are few and far between, which means your app remains vulnerable to violations.

## Autonomous and Continuous Checks

AX (Application Experience) Accessibility is the fastest way to autonomously and continuously discover accessibility violations. Our CI/CD integration ensures constant accessibility testing. Every single build gets tested for accessibility.

With every build, the bot crawls your entire app autonomously, mapping entire customer journeys. It uses a virtual screen reader and keyboard to automatically find accessibility issues on all crawled screens.

This is all made possible by Mesmer's Deep Learning Automation (DLA). DLA leverages natural language processing, computer vision, and path planning models to see, understand, and interact with applications autonomously and continuously. This approach makes our bots framework agnostic. We support all native and hybrid web app frameworks for Android and iOS.



## Accessibility Checker

Use predefined Level A or Level AA accessibility templates or create custom one based on WCAG 2.1 rules. Minimize risk by enforcing consistent corporate standards across teams



## Audit Generator

Generate audit reports on ADA Title III and Section 508 accessibility for every CI/CD build. Lower legal expenses via continuous testing and reporting



## Bug Reporter

Automatically files bug reports for accessibility compliance violations

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