



Highlights:

- IBM has a strong marketing team with a tremendous outreach network and a brand that is the fifth most valuable brand in the world.
 - IBM Research has 22 consecutive years of IBM patent leadership and more than 8,000 researchers and scientists working in 12 labs around the world.
 - With more than 430,000 employees and clients in more than 170 countries—including emerging markets such as Kenya, Brazil, China and India—IBM has strong resources to help business partners build their technical, marketing, and sales skills.
 - IBM can tap into the expertise, resources, and offerings of key business units such as the CIO Office, Software Group, and Global Services.
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Connect with IBM Accessibility

Partner with a proven leader and discover new opportunities

Government requirements and changing demographics worldwide are motivating many organizations to make their web and mobile solutions accessible to everyone. As a result, companies are looking to industry leaders such as IBM and its ecosystem partners to provide solutions to meet compliance requirements and improve the user experience.

IBM has been a leader in the field of accessibility for more than 100 years. IBM Accessibility has helped IBM clients address accessibility challenges, making their IT systems more inclusive and usable for their employees, customers, citizens, and suppliers.

In addition to providing expertise through services engagements, the IBM Accessibility team also focuses on designing and implementing technology solutions that improve usability and access for everyone—including people with disabilities.

A powerful portfolio of accessibility solutions

Some of the core IBM Accessibility solutions include:

- **IBM® AbilityLab™ Media Captioner and Editor:** An easy-to-use and accurate tool for captioning multimedia files by using IBM automated speech recognition technology.
- **IBM AbilityLab Easy Web Browsing – Cloud:** This cloud-enabled web accessibility toolbar lets users personalize their web experience by changing fonts, colors, contrast, and read-aloud capabilities.
- **IBM AbilityLab Enterprise Compliance System:** A full-featured compliance tracking tool that automates checklists, training materials, and tools, and helps ensure that websites are accessible.
- **IBM AbilityLab Mobile Accessibility Checker:** A full-featured compliance tracking tool that automates checklists, training materials, and tools, and helps ensure that mobile applications work for all users.
- **IBM AbilityLab Accessible Workplace Connection:** A comprehensive tool for standardizing the process for accommodation requests, helping all employees stay productive.
- **IBM AbilityLab Accessible Location-based Services:** Exploratory research to improve navigation—both indoor and outdoor—for students and citizens.



IBM Accessibility solutions help power growth

IBM Accessibility is committed to engaging valuable business partners like you to take our solutions to market. We provide straightforward licensing terms and support offerings so you can integrate IBM offerings with your own line of products and services.

Governments around the world are implementing legislation that requires organizations to make their content and solutions accessible to everyone. As a result, companies are looking to industry leaders like IBM and its ecosystem partners to provide solutions to meet compliance requirements and improve the user experience. The IBM partner ecosystem focused on accessibility is rapidly expanding due to this increased customer demand and offers new opportunities for growth and expansion.

Optimize your business model

IBM Accessibility understands you have a preferred business model designed to optimize product and services sales. The IBM Accessibility ecosystem approach has been designed to leverage your established sales approach and add further optimization with the following offerings:

- **Services partners** can license IBM Accessibility solutions to deliver a broader range of technology services.
- **Independent software vendors (ISVs)** can license IBM Accessibility solutions and leverage our application programming interfaces (APIs) to integrate our capabilities into other offerings.
- **Cloud partners** can license IBM Accessibility solutions to offer additional software-as-a-service (SaaS) solutions to clients.
- **Higher education** and non-governmental organizations (NGOs) can team up with IBM Accessibility to jointly pursue research funding to advance the state of inclusive and accessible technologies.
- **Mobile partners** can license our mobile accessibility checker solution to integrate our capabilities into a mobile application development toolkit.

Join IBM PartnerWorld

IBM PartnerWorld® is an award-winning, global program designed to help business partners like you increase demand, grow your business, improve profitability, and enable your clients to leverage more value from their IT investments.

When you team with IBM, you are better equipped not only to uncover opportunity and find new avenues of growth, but also to better satisfy client requirements for innovative, end-to-end solutions and to serve as a trusted, strategic provider. Together, we can power growth and profitability while helping the world work better.

Register for IBM PartnerWorld at: ibm.co/1kHBhwC.

For more information

More information about IBM Accessibility can be found on our website at ibm.com/able.

If you are interested in learning more about partnering with IBM Accessibility, email us at apoffice@us.ibm.com.



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