

DIGITAL ACCESSIBILITY Inclusion & Experience













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Digital Accessibility is about INCLUSION

We do it for everyone, but our motivation is to increase INCLUSION.

Accessibility is not about building complex solutions for a few.
Accessibility is ensuring that anyone, regardless of their needs, has the autonomy to consume products, services and information.

	Permanent	Temporary	Situational
Touch	 One arm	 Arm injury	 New parent
See	 Blind	 Cataract	 Distracted driver
Hear	 Deaf	 Ear infection	 Bartender
Speak	 Non-verbal	 Laryngitis	 Heavy accent



PWD and their friends and family represent **73%** of consumers whose identity and functionality are essential to make purchasing decisions

ACCESSIBILITY AS REQUIREMENT
British research shows that **69% of PWD** web users simply leave a website when they discover it is not accessible.

ACCESSIBLE SITES IN BRAZIL
According to the study carried out by MWPT, in 2022, only **0.46%** of Brazilian websites were considered accessible.

MARKET OPPORTUNITY
A study in the USA shows that more than **75%** of these customers with disabilities will spend their money, not on the cheapest online products, but on accessible websites.

PWD ECONOMIC PARTICIPATION
25.7% of the largest US-based public companies focused on accessibility analyzed and indicated an increase in their audience with disabilities.

Our Mission

We deliver accessibility as a tool that allows everyone to try the best experience possible, generating autonomy in the consumption of digital products.

We promote and build space where different expectations and preferences are met, regardless of their characteristics and needs.

Considering people with disability in the center of our strategy, we empower them to build a better path for their life and career.

We promote diversity and inclusion and we deliver immensurable value for our team, our company, our clients and our society.



Our Pillars

We apply the concepts of these pillars internally and for our clients, in all our services and initiatives.

INNOVATION AND AWARENESS	Implementation of awareness initiatives and workshops for dissemination of accessibility practice.
KNOWLEDGE SHARING	We share research findings on assistive technologies, publish articles, and actively engage in national tech events to spread knowledge and promote best practices.
PEOPLE DEVELOPMENT	Hiring professionals with and without disabilities, developing training programs for technical expertise and evolution on their career. Stablishing partnerships with associations for the training and employment of PWD.
RESEARCH DEVELOPMENT	We invest in researches on assistive technologies to understand the digital behavior of people with disabilities, aiming for continuous improvements on our methodology regarding user experience and inclusion.
STRATEGIC OUTREACH	We support our clients to stablish and define an Accessibility Strategy for Digital Channels, helping them to identify how and where to start, and a road map definition based in business and society impact.

Our Journey



START 2016/2017



- We created the digital accessibility testing service;
- We start with 5 professionals;
- First banking accessibility client (Itaú);
- We established partnership with non-profit organizations focus on preparing people with visual disabilities to access the job market. We developed a specific training that help the organization to prepare and preselect professionals for our team;

SPECIALIZATION 2018/2019



- Grow our team up to 20
- We improved and applied specialized training for the entire team, with or without disabilities;
- Created our framework;
- professionals;
- Launch the 1st version of our BR survey on the use of screen readers;
- First Award together with Itaú, regarding user experience;

Award: Bank Report

CONSOLIDATION 2020/2021



- Grow our team up to 45 professionals;
- Evolution of our framework;
- We became Itaú's main provider of accessibility tests.
- First health sector client;
- Launch the 2nd version of our BR survey on the use of screen readers;
- Executive of the Year Award, for the Leader of our foundation in Brazil;

Award: It Forum

EXPANSION 2022



- Grow our team up to 100 professionals.
- First Telco Sector client;
- First Americas region Client;
- Create our Accessibility CoE;
- Monthly agendas for all NTT DATA employees BR for awareness and knowledge;
- Launch the 3rd version of our BR survey on the use of screen readers;
- On Itaú, the first accessible card;
- 2nd Award together with Itaú, for accessible physical card;

Award: IF Design Awards

REFERENCE 2023

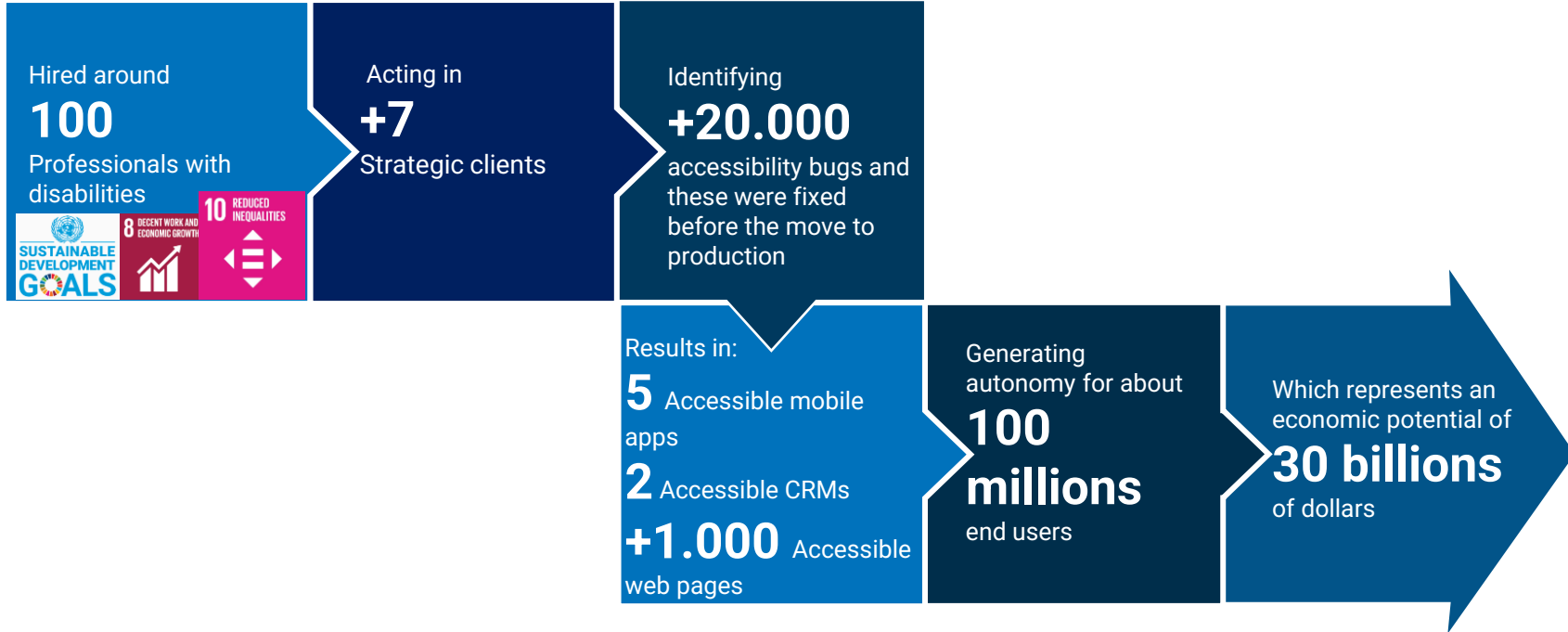


- Positioning our team as reference to the market
- First insurance sector client;
- First Utilities sector client;
- NTT Data In-House Delivery Award;
- Launch new Research on assistive technologies (COLIBRI)
- ABT Award in the category: QM: Strengthening our Brand in the market.

Award: ABT and Delivery Awards

Our Impact on Society

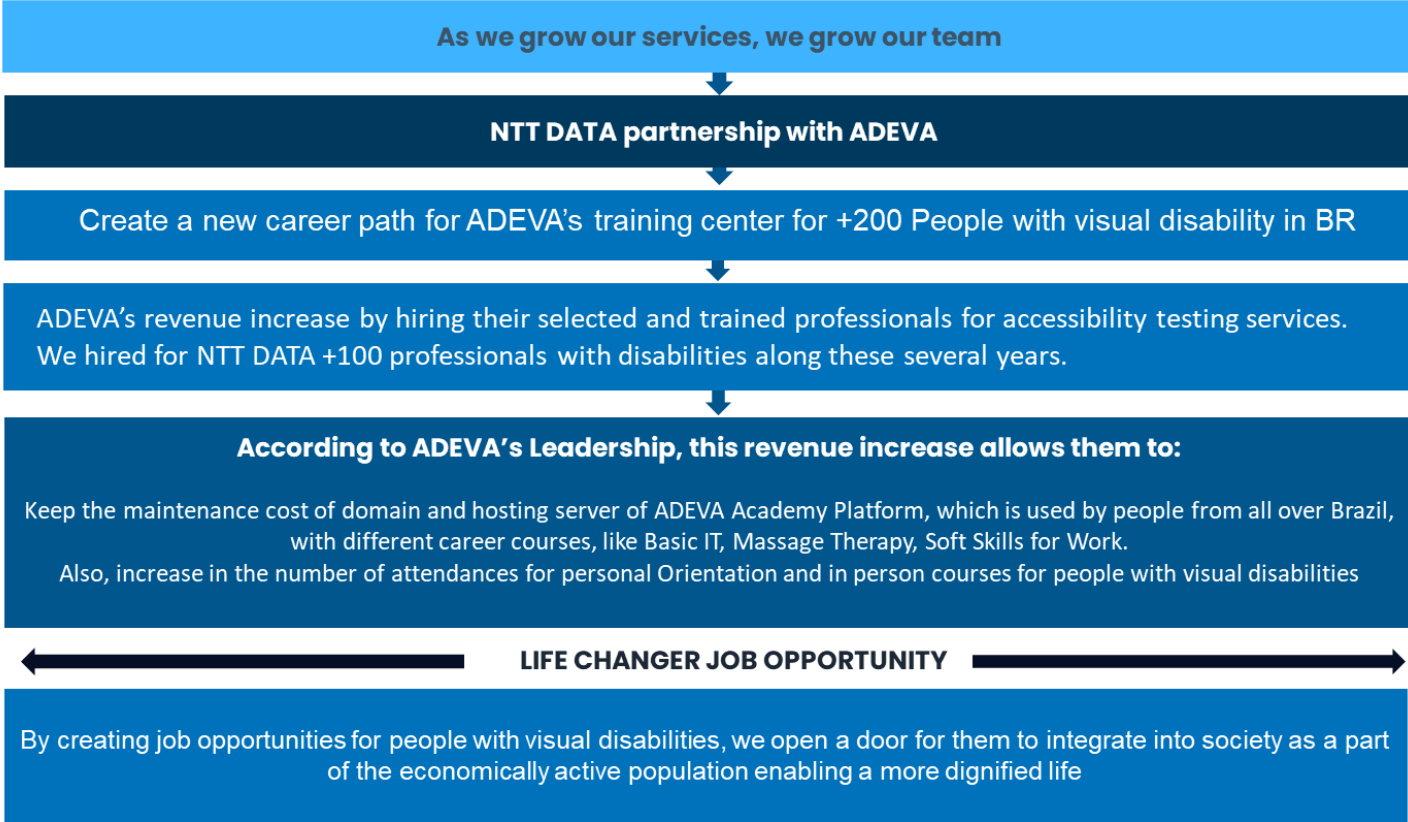
Since the beginning of this service, we have offered significant contributions to society. By making digital channels more accessible, we impact directly our economy by giving access to a diverse public, allowing them to complete digital journeys with great experience.



We are part of the search for accessibility of large companies

Our Impact on Society

In 2016 we established a partnership with the nonprofit organization called, ADEVA. They are focus on capacitation of people with visual disability to enable them for an opportunity to get into the job market. By creating this service, we create several job opportunities, we develop these professionals to growth, and we increase ADEVA's revenue. And we continuous impacting positively ADEVA.



Our Impact on NTT DATA Brazil

Along these Journey, we hired +100 professionals with visual disabilities.
How we impact them: NTT Data Professional with visual disabilities testimonials.



Erika Lima

Test Analyst
Digital Accessibility at
NTT DATA since 2021

"Working at NTT DATA for me, means progression, overcoming, growth, development and the main thing, it took me out of the extreme poverty line that I lived together with my daughter. When I started my work here, it was an open door to fulfill my dreams, because I had never had what was provided to me. I work with autonomy and efficiency, it's about feeling useful and needed in your role, something I haven't felt in a while. I am extremely grateful for everything I have learned here in this time. I love challenges and the company provides me that"



Bruno Welber

Lead Architect of
Digital Accessibility at
NTT DATA since 2018

"In society, the competence of people with disabilities is not always valued. However, at NTT DATA, I found an environment where my abilities are seen before my limitations. This transformed me, giving me the certainty of being productive and able to achieve significant results. I feel fulfilled by utilizing my expertise to help others achieve their dreams, whether it's training new team members or seeing our clients' clients enjoy greater autonomy. Opportunities that were only possible due to the commitment to the accessibility service"



Jhonathan Alves

Technical Lead of
Digital Accessibility at
NTT DATA since 2019

"In just over 4 years, I can say that NTT DATA has changed my life in several ways.

I am having several professional and personal evolutions. In the professional, I am managing to advance to work with something that I have always wanted, leading people and projects, it is incredible to be able to work in an environment where we can develop, I opened my mind to several situations in the area in which I work that I was not so aware of before. On the personal side, I was able, for example, to finance an apartment and have more freedom and a comfortable and safe place to live. NTT DATA has changed and improved my life a lot in the last few years."



Anicler Santana

Test Analyst
Digital Accessibility at
NTT DATA since 2021

"Working at NTT DATA has changed my life in so many ways. One of them was to give me the opportunity to achieve autonomy to live on my own, being a woman with a disability. This was very important to me as it made me feel more independent, confident and able to achieve my dreams. And speaking of dreams... I have the possibility to work with something I love, which is digital accessibility and constant learning incentives. I can count on wonderful leadership within the company that helps a lot in my personal and professional growth. My journey in the company is incredible, as I feel challenged and motivated to follow my path and I hope to continue collaborating with the company for a long time"

Our Impact on NTT DATA Brazil



We work in partnership with our Marketing & Communications, Training, and Diversity, Inclusion, and Equity team to develop strategies and to execute activities to strengthen our Employer Branding and impact over 5.200 employees of NTT DATA Brazil.

EXPERIMENTATION LAB

(In person and Online)

Immersive experience to explore and understand, through activities that simulate the challenges faced by people with different disabilities, such as visual, hearing and cognitive impairments. The action had a high power of awareness for all who participated.



+140 hours

training on Brazil Academy platform

For: Q Engineers, Developers Cxers, People, Marketing

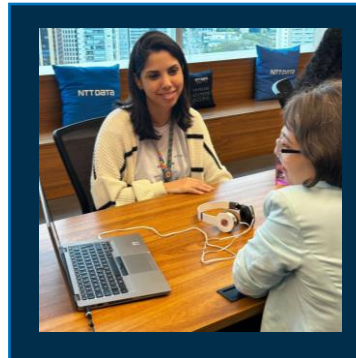
Topics:

- principles of accessibility,
- understanding the users' needs,
- get familiar with standards and compliances,
- how to apply accessibility into everyday life.

EXPERIMENTATION LAB

56 professionals  participated in person

 **128** professionals participated online



Our Impact on NTT DATA Brazil



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A11Y Talks Day

Monthly schedule of workshops on accessibility for sharing inclusion practices. There are several contents to bring a better experience in meetings, events, projects and communications such as presentations, social media and emails.



* A11Y is a numeronym for accessibility. The "11" stands for the 11 letters between "A" and "Y". It refers to how accessible software is to everyone, including those with disabilities.

 **13** Workshops Carried out

 **6** Workshops Scheduled

 **+350** Average audience in Each workshop held

- Accessible and inclusive digital environment
- Digital world for the 60+: challenges and opportunities
- Accessible tutorials and content
- Attitudinal accessibility: what can we do in our routine?

- Challenges and Possibilities of Inclusion Focus on Autism
- Audio description
- Deafness, Sign Language and Accessibility
- Types of accessibility and their use in practice

- Accessibility for the Deaf Community
- How Your Area Can Contribute to Accessibility
- Creating and Making Documents Accessible
- Accessibility in Games
- AI Collaboration for Accessibility

Our Impact for our Clients

Success cases of our Digital Accessibility services

VIVO



Context

Make internal systems accessible to employees, regardless of their abilities or disabilities



Solution presented

- > NTT accessibility experts carried out an initial mapping of non-conformities and points of improvement
- > Consulting for developers, designers and the entire project team
- > Specialized training for VIVO professionals



Results

- > Users highlighted a smoother and more enjoyable experience when using the systems
- > Boosted the creation of the Accessibility Program, which seeks to expand the approach to other Vivo systems
- > Contribution to the increase in hiring of PWDs
- > Contribution to the construction of the Living Accessibility Framework
- > Increased Team Awareness

“ I don't feel like I'm quota, I feel like I'm part of it.

Report by Janaina Alves, Vivo collaborator during her participation in the systemic tests with NTTDATA Janaina is a person with a disability and has low vision.

+80 Hours of training

18% Hiring PWD

ITI



Context

Creation of a digital account focused on audiences C and D, and the possibility of access for "everyone"



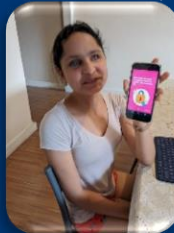
Solution presented

- > Accessibility consulting by design;
- > Accessibility analysts dedicated to squads;
- > Accessibility workshops (WCAG and most common mistakes);
- > Technical forums for incident resolution.



Result

- > Social impact
- > Customer loyalty by providing autonomy in the consumption of products and services, the main accessible bank;
- > Spontaneous marketing.



WILIANY, She is a 14-year-old girl who is visually impaired. With ITI she had her experience of opening an account on her own. In the picture, she is smiling and holding her Android with the success screen after opening her account.



corte lateral e braille ITI

BBVA PE



Context

Make features of the BBVA app, on the Android platform, accessible to customers, regardless of their abilities or disabilities



Solution presented

- > NTT accessibility experts carried out a mapping of non-conformities
- > Adoption of the Shift Left Testing approach
- > Specialized training



Result

- > Social Impact
- > Increased visibility for the topic of accessibility
- > Reduction of impediments for the customer in the completion of strategic journeys
- > Increased Team Awareness

BBVA incorpora funcionalidades para personas con discapacidad visual en su banca móvil en Perú

La filial peruana de BBVA se ha convertido en el primer banco del Grupo en América Latina en contar con una app accesible, específicamente para personas con discapacidad visual. De esta manera, los usuarios podrán realizar todo tipo de operaciones de una manera más sencilla y segura.

+600 Registered non-conformities

Article highlighting accessibility on the BBVA blog

Success cases of our Digital Accessibility services

ION



Context

Itaú's investment services area plans to create a new investment platform.

Thus, a new app is born.



Solution presented

- Accessibility consulting by design
- Accessibility analysts dedicated to squads
- Accessibility Workshops
- Technical Forums for Incident Resolution



Result

- Social impact
- Engagement of the teams with the theme
- Customer loyalty, providing autonomy in the consumption of products and services

Testimonial of end user

Itaú cria aplicativo acessível para investidores

Artigo sobre o 'ion', app testado por 70 mil usuários deve ser liberado para 4 milhões de clientes neste ano.

Conheça o Ion Itaú, o aplicativo mais acessível para você gerenciar seus investimentos.

Article about ion, with emphasis on accessibility, in an important BR journal

First affordable dynamics platform



Context

First dynamics platform, from Microsoft, accessible to all Itaú bank branch managers



Solution presented

- Accessibility consultancy from design;
- Accessibility analysts dedicated to squads;
- Accessibility workshops (WCAG and most common errors);
- Technical forums with the bank team and Microsoft team for incident resolution



Result

- Internal impact on bank employees
- Recognition of Microsoft as a success story, recognizing NTT as a partner and applying updates to Dynamics based on the accessibility improvements that were proposed
- Agile, functional and accessible tool for everyone
- Engagement of the entire team on the topic of accessibility
- Delivery Awards NTT DATA



Livelo



Context

Creation of a design system and accessible journeys for Livelo app users



Solution presented

- Accessibility consultancy from design
- Accessibility duo working together with UX
- Writer on the design system Accessibility workshops (WCAG and most common errors)
- Technical forums for incident resolution



Result

- Social impact
- Customer loyalty by providing autonomy in the consumption of products and services
- Contribution to the construction of the Livelo
- Accessibility Manifesto Greater awareness of teams



Researches

We are deeply committed to the quality and effectiveness of our accessibility services. To continuously improve our methodology, we conduct market research, involving people with disabilities, the real users of assistive technology, to better understand their behavior and needs in the use of digital channels.

Screen Readers

In 2018, we identified the lack of local data on screen reader users as a challenge. We conduct national surveys to obtain accurate information, identifying the most relevant accessibility technologies and features. We've improved our methodology by eliminating invaluable tests and aligning with end-user expectations. This research has strengthened our position as pioneers in user-centered accessibility. We transform data into strategic actions, raising our quality and optimizing our customers' processes.

[Access the survey here](#)

Key Benefits

Through the results of the survey, we had some actions in our methodology and also collaborated with the accessibility scenario in Brazil.



Methodology

We evolved our testing methodology and started using the main screen readers and browsers detected in the survey. Result: Efficiency gain for our customers, as this enabled the scalability of the tests and scope coverage.



Brand Strengthening

We position ourselves in the accessibility market, as a player that seeks to understand its audience, to apply best practices in accessibility testing and to improve benefits for end users

COLIBRI

In order to improve our accessibility methodology and meet the most complex needs, we started a research with quadriplegics, using as a reference the Colibri technology, glasses that work as a head mouse that enables interaction with digital interfaces through facial movements. During home visits and comparative studies, we identified preferences and obstacles that impacted the access and inclusion of these people, which would not be detected by the screen reader alone, the standard method for assessing accessibility.

Key Benefits

Through this research, we will be able to collaborate with Brazilian banks, in order to evolve the main user journeys, which are currently impacted by these customers.



Methodology

As consultants, we have expanded our methodology to include the detection of failures specific to this audience. We stand out by offering our clients a more comprehensive coverage of validations, addressing needs that go beyond conventional market practices.



Improved user experience.

By applying additional validations in our methodology, we will support our clients providing a differential and greater experience assuring inclusion.

Important: Research is in the final stages of layout and will be launched in early 2024

Our Impact for Tech Community

Content generation

We motivate our team to constantly generate content for us and for the Tech community. By the beginning of each fiscal year, we work on a roadmap of themes of our interests, important events and channels of communication.

19 news and articles
in the media.

Topics: NTT DATA Brazil
accessibility services and
screen reader research



Jéssica Carvalho Pereira e Vinicius de Andrade Ricieri, trabalham para a consultoria NTT Data avaliando projetos e fazendo testes e correções de acessibilidade em sites - Zanone Fraissat - 28.jul.2022/Folhapress

+32 lectures at events, being
+20 at TDC (The Developer's Conference), the
largest technology event in Latin America
Other: Google Developer Groups / Disability Tech
Summit (Largest Technology event organized by
professionals with disabilities)

6 Articles on
blog NTT Data

8 podcasts -
Let's Talk Brasil
Podcast

5 Video Series: Digital
Accessibility
Awareness Week

Our Impact for Tech Community



Sponsorship

Active participation and sponsorship of NTT DATA for specific events



NTT DATA was present at the Deficiency Tech Summit 2023, with the participation of Bruno Welber. As Accessibility Lead at NTT DATA, Bruno shared insights on sustainable, accessible and inclusive web. Together with our employees, we are honored to be part of this event that stands out as the largest Technology meeting organized by professionals with disabilities and neurodivergent people. As sponsors of the event, we reaffirm our commitment to promoting inclusion and diversity in the technology landscape. It is indeed an inspiring and significant event that impacts the entire technology community.

NTT DATA Brazil was honored to be present and support Link - Digital Accessibility Festival. During the event, important reflections were shared on how we can contribute as a society to the inclusion of all. It inspires us to know that technology can play a key role in the evolution of accessibility and inclusion, we reinforce our commitment to promoting a more accessible and equitable world for all.



EXTERNAL AWARDS

BANKING REPORT 2018

Category: User Experience
Project: Accessibility Testing

Recognized as the main award in the financial sector, the Banking Report Award aims to highlight the main initiatives and practices that contribute to the improvement of the sector. We received the award due to the implementation of accessibility in Itaú's main mobile application, providing an improved experience for end users. With this achievement, Itaú significantly increased the number of users with disabilities in its mobile applications.



IT EXECUTIVE 2022

Category: Social Impact, Sustainability & Diversity
Filipe Bastos Machado, Partner at NTT Data Brasil

Filipe Bastos Machado, partner at NTT Data Brasil, was recognized for his goal of constantly developing and improving access to digital resources through the Digital Accessibility project. Aspects such as methodology, assistive technologies, standards, languages and real experiences were considered. The recognition reflects the evolution of digital accessibility in our company, where the development of accessible applications now begins from the conception of each new project.

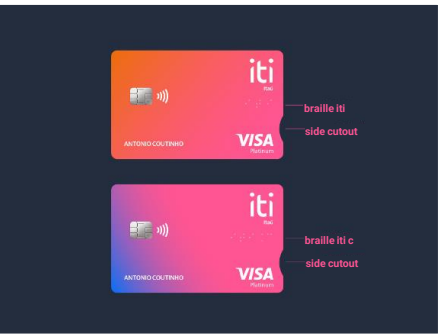


EXTERNAL AWARDS

IF DESIGN AWARD 2022

Positive Impact Design (Inclusion & Diversity subcategory)
iti Inclusive Card – for visually impaired people.

Achieving financial autonomy is a tough challenge for people with visual disabilities. These customers face many difficulties when paying, such as distinguishing the card they want to use from the others, identifying the numbers, and recognizing the right side of the card. In addition to losing their independence, people with visual disabilities become susceptible to fraud because they depend on the help of others. Aiming to reinforce the brand's concern with accessibility, a design team focused on the first inclusive cards in Brazil.



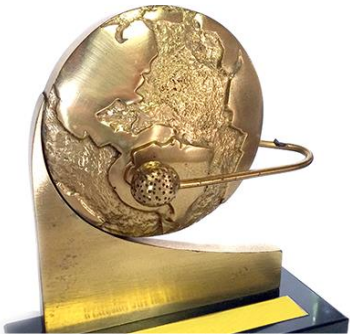
iti and the accessible card win the IF Awards 2022

ABT 2023 (Customer Relationship Excellence)

Category: Quality Management (Technology)
Our quality promotes accessibility!

For us, creating technological solutions that improve people's lives is our purpose.

The project "Our quality promotes accessibility", carried out for the customer Vivo, aimed to offer accessible products to its visually impaired employees, strengthening inclusion and accessibility for the use of the systems of Vivo's Customer Service Department, resulting in a more fluid and pleasant experience for users, raising the satisfaction and awareness of our team.



DELIVERY AWARDS 2023

NTT Data internal awards, delivery awards 2023. Category: Transformation

The accessibility team was recognized for their work in making journeys accessible, redesigning flows, and overcoming adversity. The recognition was due to the fact that we are pioneers becoming Microsoft Dynamics Platform accessible. With accessible journeys, in addition to having a more intuitive flow and a beautiful layout, we have the possibility of reaching more people and enabling us to have more inclusion and equity in the branches of our client Itaú.



A little bit of us

