USERWAY CHEQ

# How CHEQ Achieved Automatic, Cost-Effective Accessibility With UserWay



cheq.ai

## Client Background

CHEQ is the leading solution in the world for go-to-market organizations looking to secure their business from invalid traffic (IVT). The company is at the forefront of cybersecurity innovation, leading the growth of go-to-market Security (GTMSec), one of the fastest growing categories in tech today. Paradome, the company's signature product, is the first cybersecurity platform designed for marketers, providing the most accurate and robust GTMSec solution in the market.



> **"We're putting cybersecurity in the hands of go-to-market leaders, to secure their operations, marketing, sales, data and analytics from fake users, bots, and other malicious actors, who makeup over 40% of the internet's traffic."**

Guy Tytunovich, Co-Founder & CEO, CHEQ

## The challenge

CHEQ leaders were aware of US and international web accessibility requirements and wanted to make their site conform to the accepted standards. The company started this process, but as its development team got deeper into the process, they realized maintaining a high level of compliance would take too much time away from product development. They wanted to find a solution that was easy to implement, kept their site current, and truly met the needs of people with disabilities.

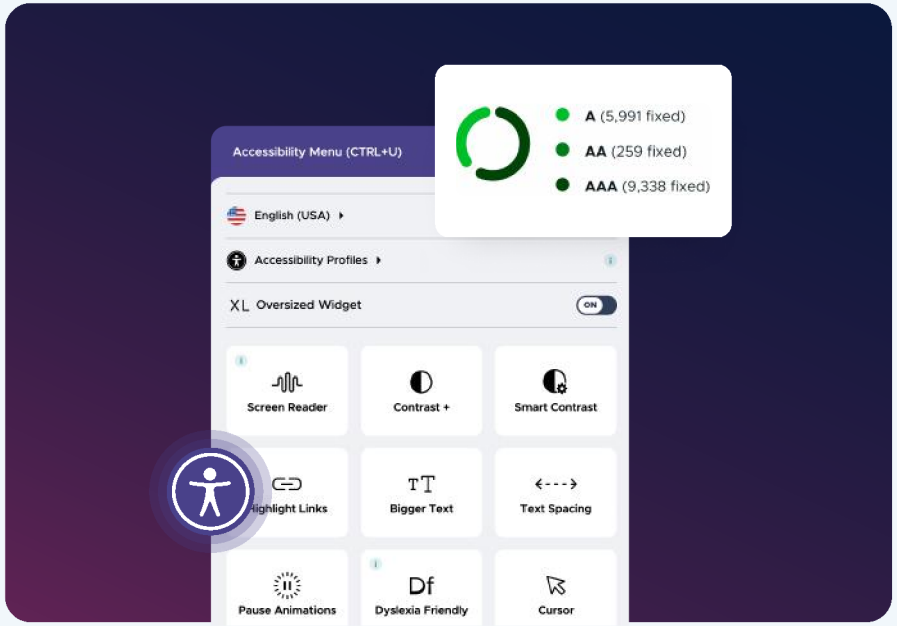
Its executive team had already ensured the company's website content was easy to read. The development team had also completed an initiative that allowed the site to completely be translated into Japanese with one click. But CHEQ's leadership knew they needed help to guarantee the site worked flawlessly for everyone who visited from around the world, including people who use assistive technologies to navigate the web.

Specifically, CHEQ wanted a solution that wouldn't require the high costs or time delays of manually re-coding all the pages on the website. The leadership team also wanted a promise that any new materials added to the site would automatically  be accessible.

Lastly, visitor privacy was a critical requirement. The management team didn't want a service that tracked or asked for personal information.

## The UserWay Solution

The UserWay AI-Powered Accessibility Widget was a perfect match for CHEQ's needs.




After seeing a demo explaining the benefits of the UserWay AI-Powered Accessibility Widget, the team at CHEQ was ready to try it on their site. They began by opting for a free trial to test the basic widget for site compatibility. After seeing that it didn't cause any errors and worked across browsers, they selected UserWay as their digital accessibility solution provider and upgraded to the AI-Powered Accessibility Widget.

Once the upgraded Widget was running on the CHEQ site, all visitors were immediately able to tailor their online experience using a host of accessibility tools, which specifically included the innovative UserWay screen reader.

Other features the Widget instantly added were multiple color-contrast settings to make text more legible against page backgrounds, the ability to make text larger, an option to pause distracting page animations, and a variety of cursor settings that include a reading guide function to help readers stay focused.

The Widget also does not require personal information from users and doesn't track what users view online. So there's no risk of private details being submitted to a third party or databases of marketing information tied to visitor names or other identifying information.

> **"The entire experience of the integration itself proved that userway is the company that we want to work with because it can work across all of our platforms, no matter what code we write in."**
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> - Orr Nir, Head Of Cyber Security, CHEQ

# Benefits Of The UserWay AI-Powered Widget

### Quick setup

By implementing the UserWay AI-Powered Accessibility Widget, CHEQ avoided manually adjusting the code across all the pages on its website.

### Preserves Privacy

CHEQ website visitors are never asked to select their disabilities from a list to make pages adapt to their needs. All of the accessibility tools are available as soon as each page loads.

### Brand Integration

The button for visitors to access the widget matches the colors and style of the CHEQ website without looking out of place or being a distraction.

### Simple to use

The UserWay widget makes navigation and customizing how a page is displayed simple to manage. The overlay is always easy for visitors to find in the corner of the screen.

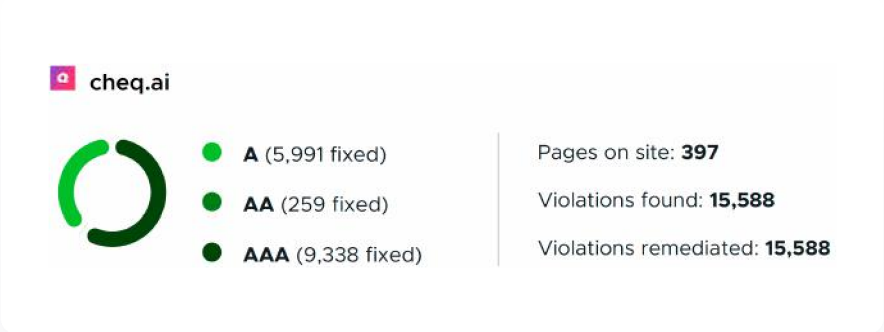
### Team managed accessibility

CHEQ staff can easily make edits to the remediations performed by the Widget, all from a simple interface that doesn't require coding knowledge.

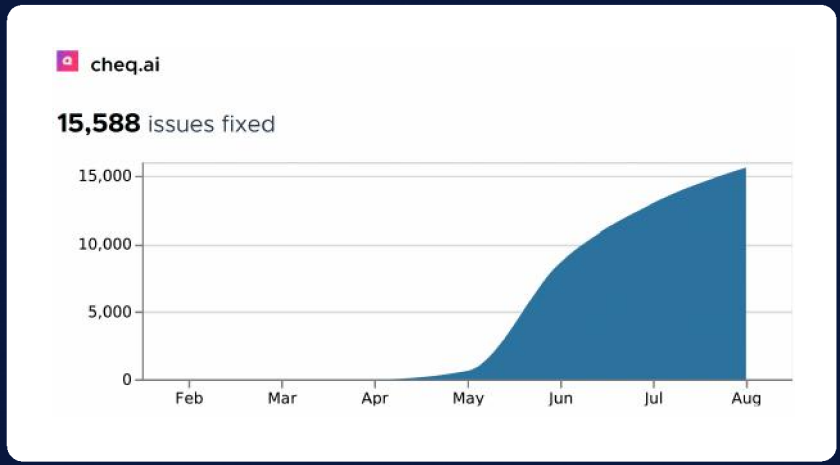
## Results: Enhanced compliand & accessibility for CHEQ's global web audience

Since the UserWay Widget only requires one line of code to install, CHEQ was able to test it immediately. The development team could see right away that it didn't cause any visual changes to the site or interfere with its functionality. In fact, with a simple color adjustment from within the Widget, the team was able to make it exactly match the brading on the site.

The UserWay Widget also fixed more than 15,588 accessibility violations across the CHEQ website. The corrections included writing and inserting 4,805 alt-tags that were missing from links and 4,533 instances of links that would open a window or tab without warning visitors. At this scale, it would be almost impossible for a development team to accomplish in a timely manner.




Approximately 98% of the organization's website pages are fully-accessible and compliant now, while the company's risk from lawsuits based on ADA violations has dropped significantly.




But the most important difference for CHEQ is that accessibility is now seamlessly built into the website, without distracting from it. Users around the world are able to easily navigate the CHEQ website instead of facing technical access barriers.

> **"Our Mission At CHEQ Addresses One Of The Biggest Challenges Of Today's Internet – To Fight The 'Fake Web.' Malicious Web Traffic, Bots And Fake Users Are A Serious Drain On The Budgets Of All Online Businesses. UserWay Helps Us Meet That Challenge. "**
>
> Asaf Botovsky, Co-Founder & CTO, CHEQ

USERWAY

# Visit UserWay.org to learn more about our accessibility Widget and other solutions that can help your organization meet ADA and WCAG requirements.

No matter what the code on your website looks like, UserWay can get it compliant and help you demonstrate a commitment to making the web more inclusive for everyone.

UserWay is the world's #1 global digital accessibility leader, committed to enabling the fundamental human right of digital inclusion for everyone. Our Widget has been installed on more than 1 million websites and is relied upon by more than 60 million users with disabilities every day.

Our AI-powered technology, combined with a Human-in-the-Loop remediation process, helps enterprise websites more readily achieve compliance with accessibility technical standards, such as WCAG 2.1, EN 301-549 and Section 508 regulations, as required by US and international governmental and regulatory bodies.

**Request a UserWay Demo**