# IBM Rational Policy Tester

*Automate and manage web accessibility, privacy, quality, and regulatory compliance testing*

## Highlights

- Reduce online risk by automating web content scanning to isolate accessibility, privacy, quality and compliance issues

- Improve trust by detecting online usability and compliance-related issues before they affect visitors

- Identify issues more quickly than manual tracking to promote fast remediation

- Minimize compliance risks from web technology consolidations via continuous monitoring and reporting

As websites continue to grow in size, complexity and importance, industries and government agencies are placing new and uncompromising regulatory demands on virtually every organization that owns and operates a website.

IBM® Rational® Policy Tester™ software is a Website Compliance Management solution used to assess website accessibility, end-user privacy, and website quality issues that impact compliance, site effectiveness, and end-user experience. Rational Policy Tester software helps drive significant cost out of the online operation by automating manual processes and by identifying and prioritizing compliance issues for immediate remediation.

## Launch an extensible, web-based, enterprise solution

A centrally administered, web-based solution, Rational Policy Tester software features a core scan engine that crawls through website content and applications, analyzes data, stores findings in a relational database, and generates actionable reports that pinpoint issues uncovered during the scan. Rational Policy Tester software helps users to schedule scan jobs or to perform ad hoc scanning of individual web pages in development. To address specific privacy, quality and accessibility issues, you can optionally purchase the Rational Policy Tester application in three editions—each of which is discussed in detail.

Rational Policy Tester software supports multiple enterprise user roles and access permissions, and its issue management capabilities are designed to ease the prioritization of issues for immediate remediation. Rational Policy Tester software will highlight accessibility issues in both web applications and content and includes enhanced executive dashboards for tracking and distributing critical online metrics across the enterprise.

## Promote compliance and win market-share

### IBM Rational Policy Tester Accessibility Edition

The term "accessibility" describes the degree to which a system is usable by as many people as possible, particularly people with disabilities. Put another way, accessibility is about giving equal access to everyone. A substantial percentage

of users worldwide have disabilities. Many use customized browser settings, while others rely on assistive technologies such as screen readers and voice-activated devices. Optimizing web pages for these technologies is critical to winning market-share and ensuring that your website reaches as many people as possible. Further, accessibility-related litigation and legal inquiries are on the rise, generating volumes of new guidelines and regulations.

IBM Rational Policy Tester Accessibility Edition software scans web applications and content by executing hundreds of comprehensive accessibility checks as well as testing for compliance-related issues concerning U.S. government regulations and widely accepted nongovernmental organization standards. Rational Policy Tester software supports WAI-ARIA for the scanning of Rich Internet Applications and
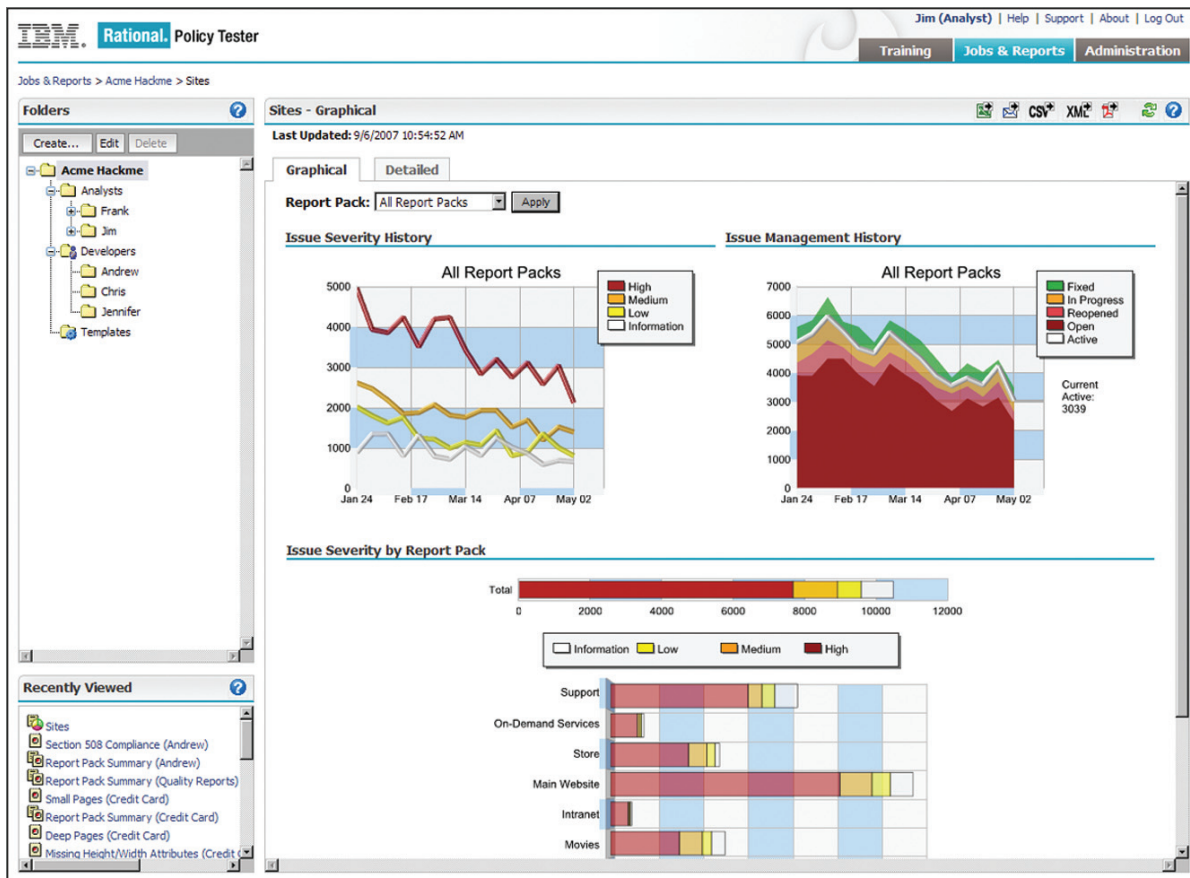


*Figure 1*: IBM Rational Policy Tester executive dashboard

effectively evaluates any dynamic application while providing issue visualization. In addition to making both your customer-facing and internal websites accessible to more users, Rational Policy Tester software can help you avoid possible litigation and the deleterious effects of a negative brand impact. Detailed reports are based on scans related to web guidelines and government legislation.

### Reports included in the tester accessibility edition

• World Wide Web Consortium (W3C) Web Content Accessibility Guidelines (WCAG)
• Section 508 guidelines
• AccessiWeb, a French standard that classifies access issues by severity
• Custom accessibility guidelines based on your own internal policies

These reports can help you determine whether your website presents common problems that affect users with disabilities, such as problems with navigation and difficulty understanding non-text items, filling out forms, following links, and accessing information presented in complex tables. Results are presented in comprehensive dashboards that include new metrics such as top accessibility issues, pages scanned over time, and trending by issue severity.

## Uncover potential privacy violations

### IBM Rational Policy Tester Privacy Edition

It can be difficult to stay on top of the many ways that your company's privacy policies can be violated: insecure data collection forms, missing privacy statements, cookies and pages populated with personally identifiable information (PII) can all lead to potential violations. IBM Rational Policy Tester Privacy Edition software is used to uncover and report oversights that may expose your organization to undue risk—issues including missing privacy statements, non-compliance pages collecting personally identifiable information, insecure data collection forms, and cookie presence—critical if you need to comply with privacy regulations such as GLBA, HIPAA, COPPA, Safe Harbor, Section 208, and California SB1386 and AB1950.
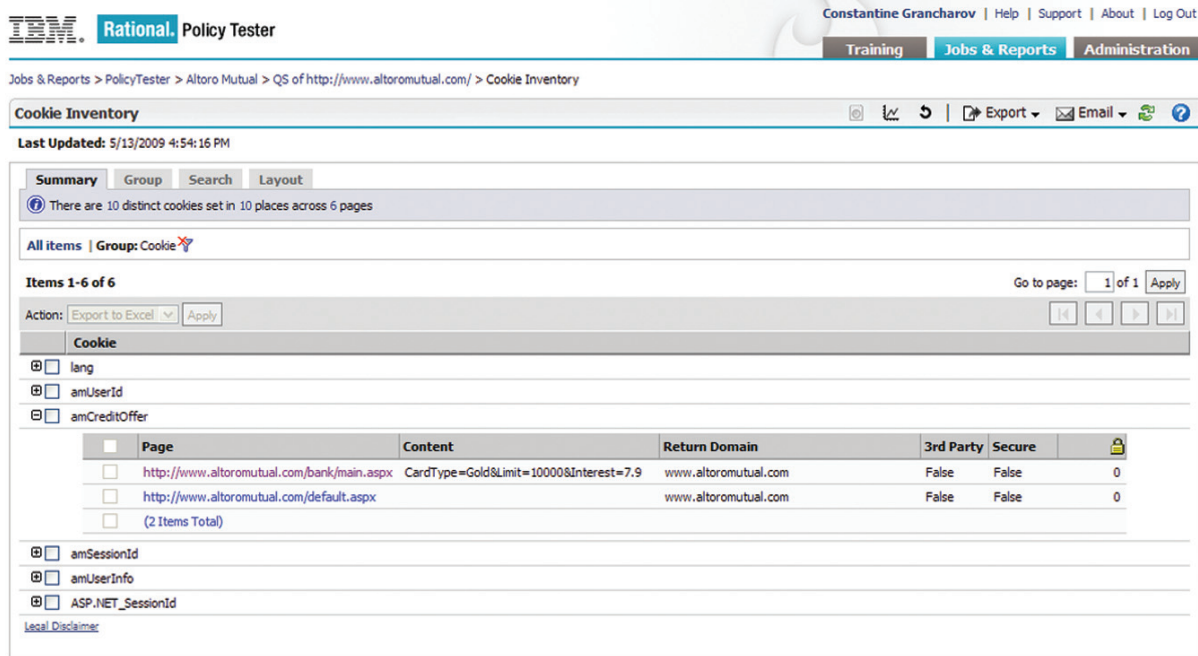


*Figure 2*: IBM Rational Policy Tester Privacy Edition software

## Reports included in the privacy edition

Rational Policy Tester Privacy Edition software includes data collection reports, privacy statement reports, visitor tracking reports and privacy regulatory compliance-related reports. Within these categories are additional, more detailed subcategories, so you can pinpoint the specific information you need to enforce your company's privacy policies.

- *Form inventory* identifies all pages collecting user input, which can help you identify forms that might be inconsistent with privacy policies or that might lead to information leaks.
- *Pages collecting PII* allow you to identify critical forms that might not have links to your privacy statement, proper levels of encryption or opt-out options.
- *Pages collecting PII using the GET method of form submission* show which pages are using a method with known privacy vulnerabilities.
- *Pages with/without privacy statement links* allow you to identify which pages link to your privacy statement and which pages don't.

- *Cookie inventory* lists first- and third-party cookies to help determine whether their usage aligns with organizational policies.
- *Web beacons inventory* identifies web beacons, including those paired with a third-party cookie.
- *Third-party links inventory* reports links to third-party sites, allowing users to monitor for undesirable or noncompliant links.

## Target visitor satisfaction

### IBM Rational Policy Tester Quality Edition

As your company releases more and more inter-connected websites, it's important to make sure that visitors to your site have a smooth, problem-free experience that encourages them to return. IBM Rational Policy Tester Quality Edition software assesses and reports content quality issues that can create negative impressions of your online business and impede site usability. It allows you to identify and eradicate problems—before your customers even know they exist.
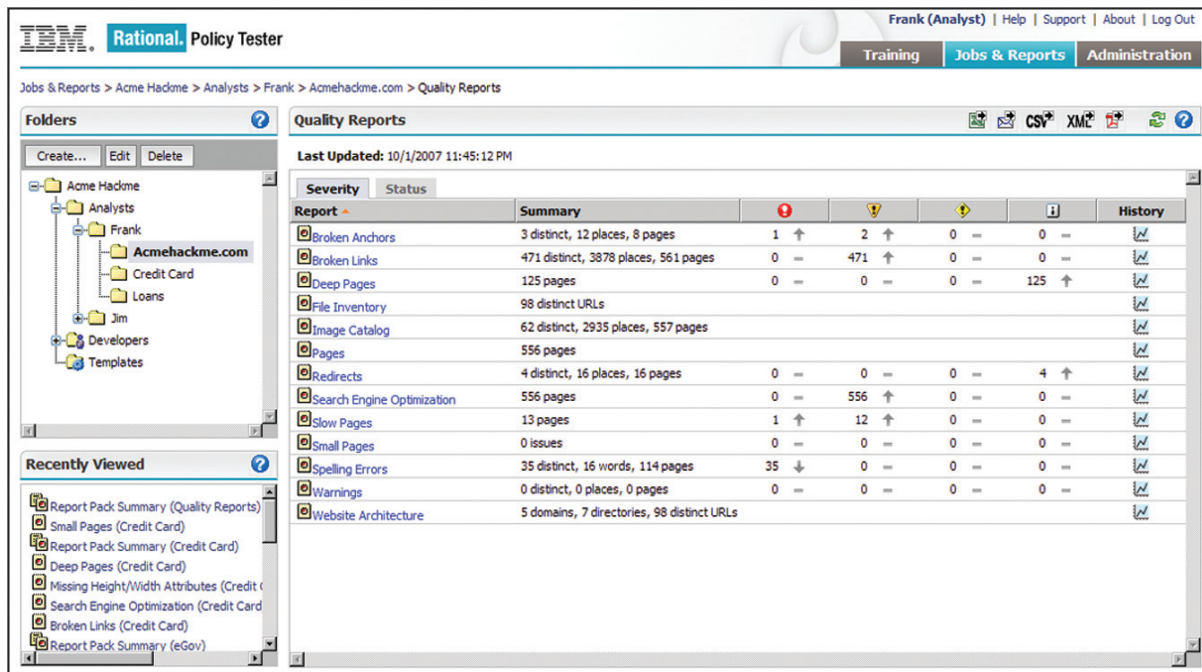


*Figure 3*: IBM Rational Policy Tester Quality Edition software

## Reports included in the quality edition

- *Content defects* that directly affect visitor activities, such as broken links, spelling errors and broken anchors.
- *Interaction issues* that visitors might encounter when using forms or performing transactions such as checkouts.
- *Page efficiency* analyses that highlight sluggish page loading, multiple warnings and redirects, and other usability issues.
- *Search and navigation* analyses that verify that visitors will find what they need within three clicks—which is the documented tolerance for typical users.
- *Custom reports* that align with your organization's internal quality standards (IBM Rational Policy Tester experts can help you create these)

## Enabling customizations for financial services

Rational Policy Tester software can be customized for financial services firms to scan for issues related to specific federal consumer protection requirements and to obtain comprehensive reporting related to these issues. Issue management functionality provides the ability to filter and prioritize compliance-related issues as they are reported, and it allows you to address highest-risk issues first.

Customization options are related to consumer protections, personal funds transactions, housing issues, lending activities, assets control and online financial transactions.

## Leveraging Rational Policy Tester OnDemand Software-as-a-Service

In most companies, web content is created by many different groups and individuals throughout the organization. Therefore, it can be challenging to ensure that accessibility, privacy, and compliance issues are being addressed consistently—particularly if you have limited staff available. Rational Policy Tester OnDemand is a Software-as-a-Service (SaaS) subscription offering that integrates ongoing professional services expertise and guidance to allow you to manage compliance issues across your organization from a single, central point. It can help you identify and prioritize web accessibility, privacy, and regulatory compliance risks by providing an auditable third-party system of record. Plus, it offers cost-effective startup expenses and rapid time to value and ROI.

## For more information

To learn more about how IBM Rational Policy Tester software can help you manage online risk and compliance-related activities, contact your IBM representative or IBM Business Partner, or visit:

- **ibm.com**/software/awdtools/tester/policy/ondemand/
- **ibm.com**/software/awdtools/tester/policy/

Additionally, financing solutions from IBM Global Financing can enable effective cash management, protection from technology obsolescence, improved total cost of ownership and return on investment. Also, our Global Asset Recovery Services help address environmental concerns with new, more energy-efficient solutions. For more information on IBM Global Financing, visit: **ibm.com**/financing

software