



Rational software

IBM Rational Policy Tester

Highlights

- ***Helps reduce online risks by automating Web content scanning to isolate privacy, quality and accessibility compliance issues***
- ***Helps improve trust by detecting online usability and compliance-related issues before they affect visitors***
- ***Promotes fast remediation by identifying issues more quickly than manual tracking***
- ***Helps minimize compliance risks from Web technology consolidations via continuous monitoring and reporting***

As Web sites 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 Web site. IBM Rational® Policy Tester™ is an automated scanning and reporting solution designed to help organizations with compliance efforts related to compliance with privacy, quality and accessibility requirements, and to help these organizations in their efforts to reduce exposure across corporate Web properties.

Launching an extensible, Web-based, enterprise solution

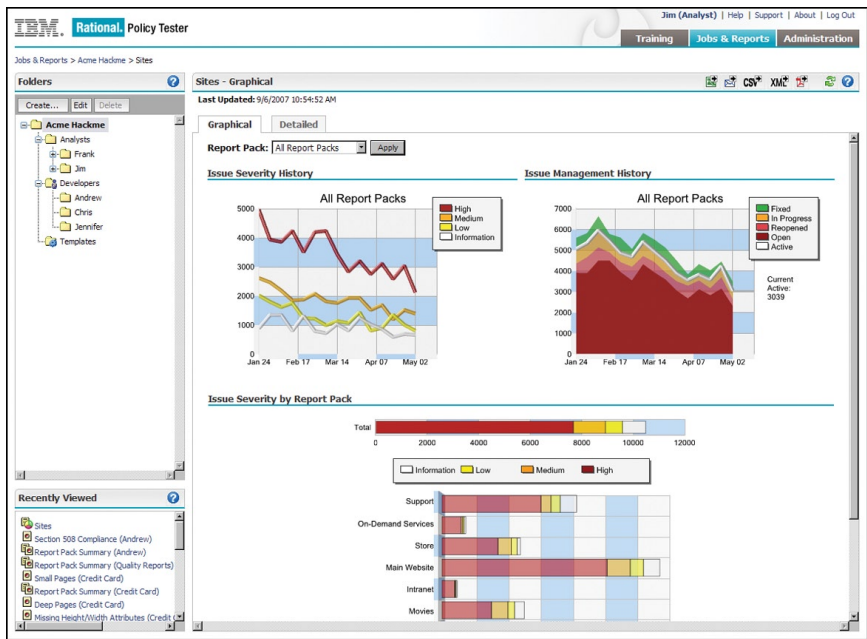
A centrally administered, Web-based solution, IBM Rational Policy Tester features a core scan engine that crawls through Web site content and applications, analyzes data, stores findings in a relational database and generates actionable reports that pinpoint issues uncovered during the scan. To address specific privacy, quality and accessibility issues, you can optionally purchase the Rational Policy Tester application in any one of those three editions—each of which is discussed in detail in this document.

IBM Rational Policy Tester supports multiple enterprise user roles and access permissions, and its issue management capabilities are designed to ease the prioritization of issues for immediate remediation. Also included are executive dashboards for tracking and distributing critical online metrics across the enterprise.

Uncovering oversights with IBM Rational Policy Tester Privacy Edition software

Insecure data collection forms, missing privacy statements, pages populated with identifiable personal information and the presence of cookies are just some of the privacy issues that Web developers frequently overlook. IBM Rational Policy Tester Privacy Edition software highlights such issues across corporate Web properties.

Reports fall into several categories, which include data collection reports, privacy statement reports, visitor tracking reports and privacy regulatory compliance related-reports. Within these categories are additional, more detailed subcategories.



IBM Rational Policy Tester executive dashboard

Privacy statement reports

These reports include pages collecting PII without a privacy statement link and pages with privacy statement links.

- *Pages collecting PII without a privacy statement link highlights pages that should either link to the privacy statement or not contain forms collecting PII.*
- *Pages with privacy statement links notes which pages link to a privacy statement. Users can then determine whether others should be linked.*

Visitor tracking reports

These reports include cookie inventory, Web beacon inventory and third-party links inventory.

Report	Summary	History
Control Inventory	286 controls, 551 pages	link
Cookie Inventory	14 cookies, 8 pages	link
Pages	556 pages	link
Pages Collecting PII	16 pages	link
Pages Collecting PII with Forms using GET	8 issues	link
Pages Collecting PII without Privacy Statement	16 issues	link
Pages Collecting PII without Security	16 issues	link
SSL Server Certificates	0 SSL server certificate instances	link
Third Party Links	18 links, 10 domains, 64 pages	link
Web Beacons	2 web beacons, 3 domains, 8 pages	link

IBM Rational Policy Tester Privacy Edition

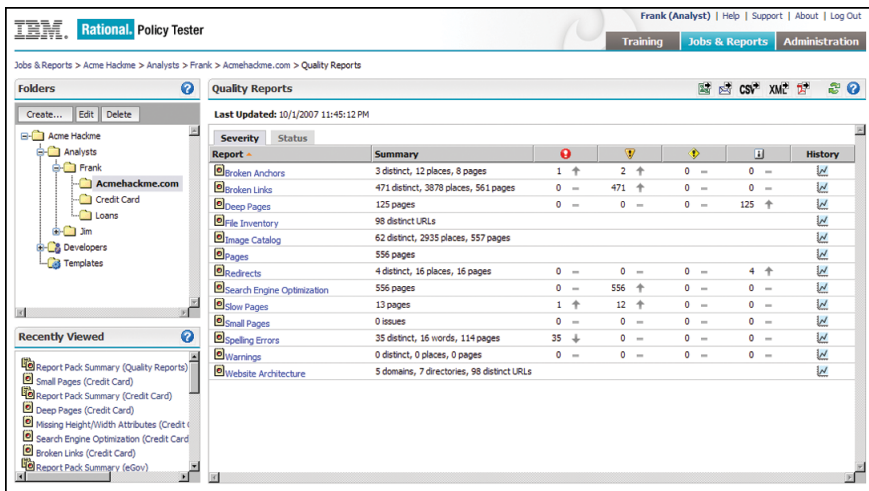
- *Cookie inventory lists first- and third-party cookies to help determine whether their usage aligns with organizational policies.*
- *Web beacons inventory identifies Web beacons, including those paired with a third-party cookie.*
- *Third-party links inventory reports links to third-party sites, enabling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

Data collection reports

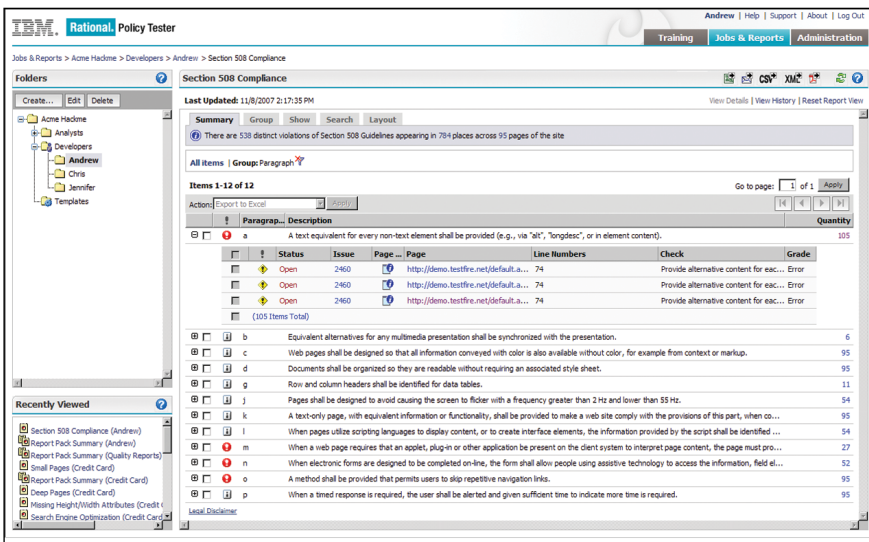
These reports include form inventory, control inventory, pages collecting personally identifiable information (PII) and pages collecting PII using the GET method of form submission.

- *Form inventory identifies forms that might be inconsistent with privacy policies or that might lead to information leaks.*
- *Control inventory details the form control types on a Web site and the page count for each type.*

- *Pages collecting PII notes which pages to check for links to a privacy statement, proper levels of encryption, opt-out options, etc.*
- *Pages collecting PII using the GET method of form submission notes which pages are using a method with known privacy vulnerabilities.*



IBM Rational Policy Tester Quality Edition



IBM Rational Policy Tester Accessibility Edition

Privacy regulatory compliance-related reports

These reports help users identify issues related to the following legislation:

- *Children's Online Privacy Protection Act (COPPA), which concerns rules for collecting, disclosing and protecting children's PII*
- *Gramm-Leach-Bliley Act (GLBA), which concerns personal consumer financial information held by finan-*

cial institutions

- *Health Insurance Portability and Accountability Act (HIPAA), which concerns individually identifiable health information held by health-care organizations*
- *California Assembly Bill 1950 and Senate Bill 1386, which concern California residents' personal information held by any public or private organization (AB 1950), and address rules for notification in case of a security breach or suspected compromise (SB 1386)*

- *Safe Harbor, which concerns compliance with the European Community's Directive on Data Protection*
- *Section 208, which concerns U.S. citizens' personal data held by U.S. government agencies*

Targeting visitor satisfaction using IBM Rational Policy Tester Quality Edition software

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. Reporting categories include:

- *Content defects that directly affect visitor activities, such as broken links, spelling errors and broken anchors.*
- *Interaction problems that visitors might encounter using forms or performing checkouts and other transactions.*
- *Page efficiency analyses that highlight sluggish page loading, multiple warnings and redirects, and other usability issues.*
- *Search and navigation analyses that verify 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.)*



Promoting greater marketshare with the help of IBM Rational Policy Tester Accessibility Edition software

A substantial percentage of users worldwide have disabilities, particularly those over the age of 50. 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 can be critical for businesses looking to improve marketshare.

IBM Rational Policy Tester Accessibility Edition software scans Web assets for more than 170 accessibility parameters as well as compliance-related issues concerning U.S. government regulations and widely accepted non-governmental organization standards. In addition to making sites accessible to more users, it may help protect against the deleterious effects of a negative brand impact.

Detailed reports are based on scans related to the following guidelines and legislation:

- *World Wide Web Consortium (W3C) Web Content Accessibility Guidelines (WCAG) 1.0*
- *Section 508 guidelines (United States)*
- *AccessiWeb (French standard that classifies access issues by severity)*
- *Custom accessibility guidelines (based on your own internal policies)*

Enabling customizations for financial services

IBM Rational Policy Tester 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 software as a service

For organizations wishing to extend access to Rational Policy Tester capabilities enterprise wide, the software is available as a Web-based service.

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/rational/offerings/testing/webapplicationsecurity

© Copyright IBM Corporation 2007

IBM Corporation
Software Group
Route 100
Somers, NY, 10589
U.S.A.

Produced in the United States of America
12-07
All Rights Reserved.

IBM, the IBM logo, Rational and Policy Tester are trademarks of IBM Corporation in the United States, other countries, or both.

Other company, product and service names may be the trademarks or service marks of others.

The information contained in this documentation is provided for informational purposes only. While efforts were made to verify the completeness and accuracy of the information contained in this documentation, it is provided "as is" without warranty of any kind, express or implied. In addition, this information is based on IBM's current product plans and strategy, which are subject to change by IBM without notice. IBM shall not be responsible for any damages arising out of the use of, or otherwise related to, this documentation or any other documentation. Nothing contained in this documentation is intended to, nor shall have the effect of, creating any warranties or representations from IBM (or its suppliers or licensors), or altering the terms and conditions of the applicable license agreement governing the use of IBM software.

IBM customers are responsible for ensuring their own compliance with legal requirements. It is the customer's sole responsibility to obtain advice of competent legal counsel as to the identification and interpretation of any relevant laws and regulatory requirements that may affect the customer's business and any actions the customer may need to take to comply with such laws.