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BUSINESS SOLUTIONS

Outlook Business Solutions launches subscription-based accessibility testing *Ally Support helps organizations improve market share, limit legal risk*

For Immediate Release

OMAHA, Neb. (March 23, 2021) – [Outlook Business Solutions](#) is pleased to announce the launch of [Ally Support](#), a subscription-based digital accessibility testing service giving organizations greater access to a “hidden market” – [the 1 in 4 U.S. adults who live with a disability](#).

The accessibility testing service provides opportunities for businesses to expand market reach and limit legal risk through the implementation of best practices related to the accessibility of digital content, such as websites and apps. Performed by Outlook Business Solutions staff, which includes lifelong users of assistive technology, the service also creates earning opportunities for people with vision loss, an important part of the social enterprise’s mission.

“The vision of Ally Support is to make the digital world more accessible, one website at a time,” said Natalie Hadley, vice president of Outlook Business Solutions. “Ally Support helps companies increase brand loyalty and grow revenue by gaining better access to the significant purchasing power of people with disabilities.”

A report from the American Institutes for Research estimates [the discretionary income of working-age people with disabilities to be about \\$21 billion](#). Hadley said the subscription-based model gives organizations the flexibility to add accessibility expertise to internal and external development teams and content creators without having to add full-time staff. With access to the internet becoming increasingly important in everyday life, especially during the pandemic, Ally Support also limits legal risk in a climate in which federal and state lawsuits related to web accessibility are on the rise.

“Every business can minimize legal risk and expand market reach by implementing best practices around accessibility,” Hadley said. “Companies want to create more accessible and inclusive digital content, but what typically holds them back are misleading perceptions about complexity and cost. Addressing accessibility issues often isn’t complicated or expensive.”

By offering subscription packages with a range of support hours each month, Ally Support provides businesses with financial flexibility for the cost of industry-leading expertise, Hadley said. Automated and manual accessibility testing ensures websites and applications meet guidelines of the Americans With Disabilities Act, as well as Web Content Accessibility Guidelines (WCAG), the global model for accessibility standards. Each subscription includes:

- A two-hour introductory accessibility workshop

- Help desk to answer questions about accessibility best practices
- Initial assessments of home and contact pages of existing sites
- Spot-testing during development
- Usability reviews of site navigation and page content
- Full audits to WCAG 2.1 Level AA
- Testing across multiple devices, operating systems and browsers
- Detailed written reports of errors and suggestions for remediation
- Accessibility statements for client sites and apps tested

As the only local accessibility testing service performed by people who use adaptive technology in their everyday lives, Ally Support provides detailed insights into user experiences and helps organizations save on the development costs of websites and applications.

“I look forward to helping our clients deliver better, more inclusive customer experiences to expand the reach of their products and services,” said Greg Rogers, accessibility testing project manager for Outlook Business Solutions, who was born blind.

Businesses can be successful and socially responsible by outsourcing accessibility testing, marketing and customer care projects to Outlook Business Solutions. Call 531.365.5055 for a free consultation or visit AllyBiz.co for more information.

About Outlook Business Solutions

Outlook Business Solutions helps businesses clear their roadblocks to growth while creating knowledge-based earning opportunities for people with vision loss. As part of Outlook Collaborative, a nonprofit with a mission to positively impact everyone who is blind or visually impaired, Outlook Business Solutions provides business consulting, marketing, digital accessibility and customer care services. The company’s growing network of professionals covers marketing strategy, customer service, sales, digital accessibility testing, graphic design/art, copywriting, videography and data entry. Businesses can be successful and help reduce the 70 percent unemployment rate among people with visual disabilities by outsourcing projects to Outlook Business Solutions. Call 531.365.5055 for a free consultation. Learn more at OutlookBusinessSolutions.com.

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