The Imperative of Accessibility and Inclusion in Business Practices

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Certain statements discussed in this presentation as well as in other reports, materials and oral statements that the Company releases from time to time to the public constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995 (the "PSLRA").

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MYTH:

Accessibility benefits only a small group

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ACCESSIBILITY IS EVERYONE'S BUSINESS

UNDERSTANDING ACCESSIBILITY AND INCLUSION

Accessibility

Inclusion

MYTH:

All users with disabilities have similar needs

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UNDERSTANDING DISABILITY

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

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MYTH:

Only large Corporations need to worry about Accessibility

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THE BUSINESS CASE FOR ACCESSIBILITY

At 1.85 billion people globally, PWD (people with disabilities) represent nearly one person in five on the planet – a market the size of China.

– 2020 Global Economics of Disability Report

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61 MILLION PEOPLE WITH DISABILITY IN THE U.S.

6.1%
Hearing

4.8%
Vision

12.8%
Cognitive

That's more than
the population of
**California
And New York
combined**

NY

CA

12.1%
Mobility

3.6%
Self-care

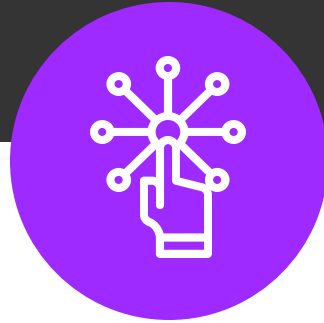**7.2%**
Independent living

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MYTH:

Accessibility is just about compliance

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LEVERAGING ACCESSIBILITY: ADVANTAGES FOR BUSINESSES

Reaching a wider audience

Improving usability for everyone

Driving innovation

Enhancing brand image and reputation

Reducing legal risks

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LEGAL REQUIREMENTS FOR ACCESSIBILITY IN THE US

4,220

Web accessibility lawsuits filed in 2023

Section 508

Americans with Disabilities Act (ADA)

Section 255

Communication and Video Accessibility Act (CVAA)

21st Century Communications and Video Accessibility Act (CVAA)
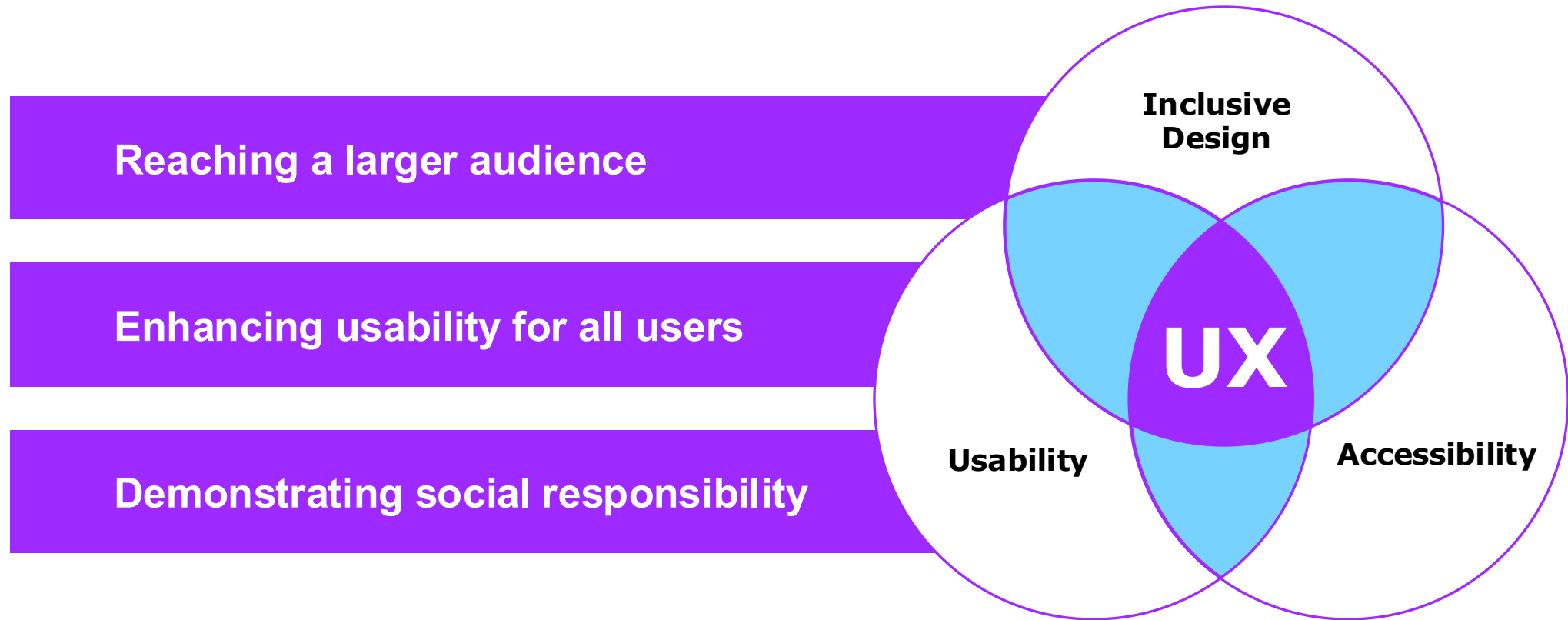
State and Local Policies

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MYTH:

Accessibility can be achieved quickly at the end of the design process

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ACCESSIBILITY AND ITS IMPORTANCE IN UX DESIGN

Reaching a larger audience

Enhancing usability for all users

Demonstrating social responsibility

Inclusive Design

Usability

Accessibility

UX

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THE UX TEAM'S VITAL ROLE IN ACCESSIBILITY: OUR APPROACH
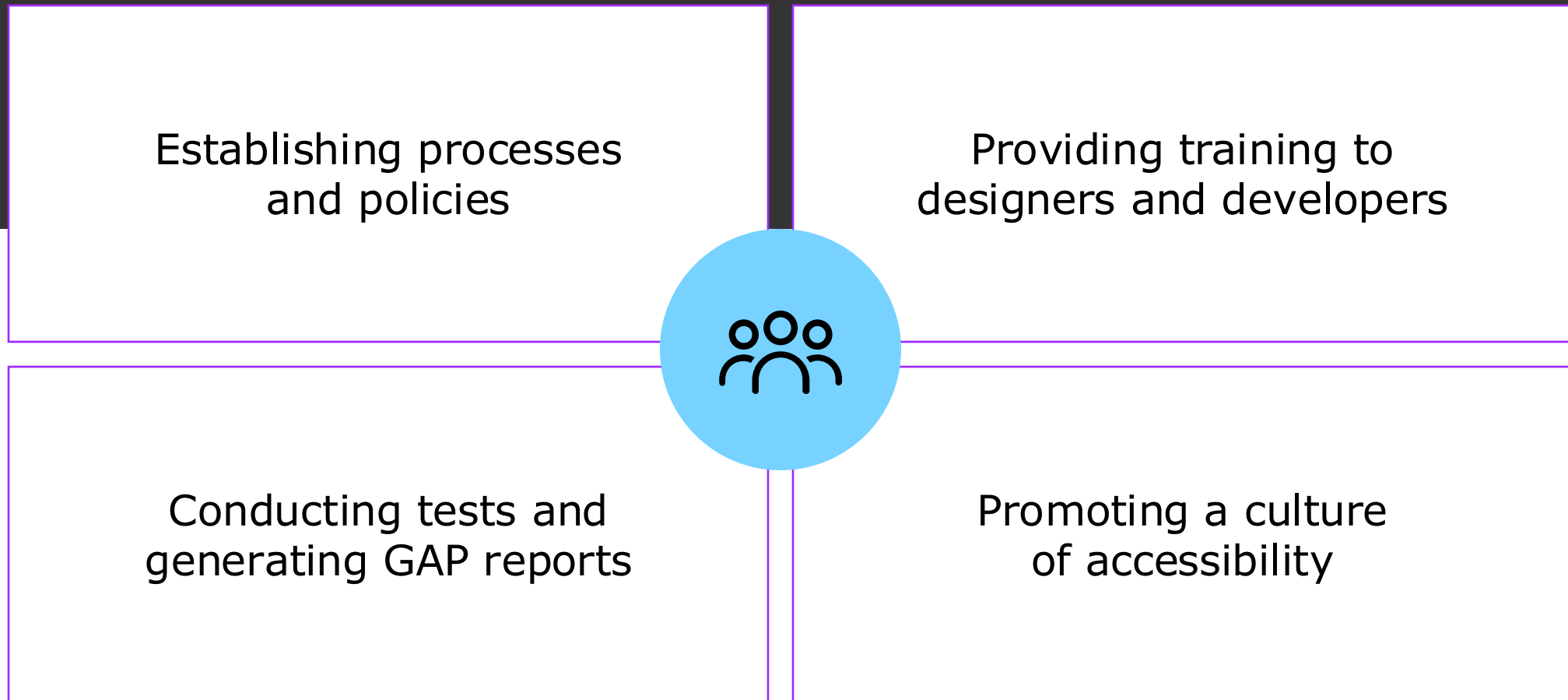
UX design process

- User research
- Accessibility principles
- Navigating guidance
- Collaborate with developers
- Content design

NEO design system

- Consistent patterns
- Accessible components
- Documentation & guidelines
- Compliance checks
- Training & education

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THE CRITICAL ROLE OF OUR ACCESSIBILITY TEAM

Establishing processes
and policies

Providing training to
designers and developers

Conducting tests and
generating GAP reports

Promoting a culture
of accessibility

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MYTH:

Automated Testing Means My Site is 100% Accessible

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WHAT IS ACCESSIBILITY TESTING AND HOW IS IT DONE?

AUTOMATED TESTING
MANUAL TESTING
USER TESTING
COMPLIANCE CHECKLISTS

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WHAT IS VPAT AND ACR?

VPAT
Voluntary Product Accessibility Template

ACR
Accessibility Conformance Report

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ACCESSIBILITY EXAMPLES

Color contrast

Color blindness

ARIA Landmarks

Annotations

Neo Design System

AVAYA'S COMMITMENT TO ACCESSIBILITY

Design products that are simple, usable, effective, and accessible to build the best Customer Experiences, reinforce Brand recognition and loyalty, and support sales.

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Disability is not something an individual overcomes. I'm still disabled. I'm still Deafblind. People with disabilities are successful when we develop alternative techniques and our communities choose inclusion."

— Haben Girma,
Haben: The Deafblind Woman Who Conquered Harvard Law

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- Contact Center
- Emerging Technologies
- Unified Communications

Collaborate with peers

Gain valuable insights from Avaya experts