**VPAT™**

**Voluntary Product Accessibility Template®**

**Version 1.3**

The purpose of the **Voluntary Product Accessibility Template**, or **VPAT™**, is to assist Federal contracting officials and other buyers in making preliminary assessments regarding the availability of commercial “Electronic and Information Technology” products and services with features that support accessibility. It is assumed and recommended that offerers will provide additional contact information to facilitate more detailed inquiries.

The first table of the Template provides a summary view of the Section 508 Standards. The subsequent tables provide more detailed views of each subsection. There are three columns in each table. Column one of the Summary Table describes the subsections of subparts B and C of the Standards. The second column describes the supporting features of the product or refers you to the corresponding detailed table, e.g., “equivalent facilitation." The third column contains any additional remarks and explanations regarding the product. In the subsequent tables, the first column contains the lettered paragraphs of the subsections. The second column describes the supporting features of the product with regard to that paragraph. The third column contains any additional remarks and explanations regarding the product.

**Date:** 9 Sept. 2013  
**Name of Product:** Business Insights: Essentials  
**Contact for more Information (name/phone/email): Accessibility@cengage.com**

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| ***Summary Table***  **VPAT™**  **Voluntary Product Accessibility Template®** | | |
| ***Criteria*** | **Supporting Features** | **Remarks and explanations** |
| Section 1194.21 [Software Applications and Operating Systems](#softwaredetails) | Not Applicable | Section deleted |
| Section 1194.22 [Web-based Internet Information and Applications](#webdetails) | Applicable | Supports with exceptions |
| Section 1194.23 [Telecommunications Products](#telecommunicationsdetails) | Not Applicable | Section deleted |
| Section 1194.24 [Video and Multi-media Products](#videodetails) | Not Applicable | Section deleted |
| Section 1194.25 [Self-Contained, Closed Products](#selfcontaineddetails) | Not Applicable | Section deleted |
| Section 1194.26 [Desktop and Portable Computers](#desktopsdetails) | Not Applicable | Section deleted |
| Section 1194.31 [Functional Performance Criteria](#functionaldetails) | Applicable | Does not support |
| Section 1194.41 [Information, Documentation and Support](#informationdetails) | Applicable | Supports |

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| ***Section 1194.22 Web-based Internet information and applications – Detail***  **VPAT™**  **Voluntary Product Accessibility Template®** | | |
| ***Criteria*** | **Supporting Features** | **Remarks and explanations** |
| (a) A text equivalent for every non-text element shall be provided (e.g., via "alt", "longdesc", or in element content). | Supports with exception | Business Insights: Essentials provides the user with ALT tags or captions for all non-text elements. End user can create dynamic charts using company and industry data. For each chart a table view is available that can be read and downloaded via Assistive technologies.  Some table and infographic content does not have a text alternative. |
| (b) Equivalent alternatives for any multimedia presentation shall be synchronized with the presentation. | Not Applicable | Business Insights: Essentials does not include any audio or visual multimedia. |
| (c) Web pages shall be designed so that all information conveyed with color is also available without color, for example from context or markup. | Supports | Color is not used as the sole means of communicating information. |
| (d) Documents shall be organized so they are readable without requiring an associated style sheet. | Supports | Business Insights: Essentials is readable without the associated style sheet. |
| (e) Redundant text links shall be provided for each active region of a server-side image map. | Not Applicable | Business Insights: Essentials does not use image maps. |
| (f) Client-side image maps shall be provided instead of server-side image maps except where the regions cannot be defined with an available geometric shape. | Not Applicable | Business Insights: Essentials does not use image maps. |
| (g) Row and column headers shall be identified for data tables. | Does not support | Business Insights: Essentials content does not always properly identify row and column headers, as tables are often displayed as plain text. |
| (h) Markup shall be used to associate data cells and header cells for data tables that have two or more logical levels of row or column headers. | Does not support | Business Insights: Essentials doesn’t use markup to associate data tables with row and header labels. Tables are often displayed as plain text. |
| (i) Frames shall be titled with text that facilitates frame identification and navigation | Not Applicable | Business Insights: Essentials does not use frames. |
| (j) Pages shall be designed to avoid causing the screen to flicker with a frequency greater than 2 Hz and lower than 55 Hz. | Not Applicable | Business Insights: Essentials pages do not cause screen flicker with a frequency greater than 2 Hz and lower than 55 Hz. |
| (k) A text-only page, with equivalent information or functionality, shall be provided to make a web site comply with the provisions of this part, when compliance cannot be accomplished in any other way. The content of the text-only page shall be updated whenever the primary page changes. | Not Applicable | Business Insights: Essentials is a web-based application (not a document). Its user interface and data cannot readily be represented and maintained in a text-only page. |
| (l) When pages utilize scripting languages to display content, or to create interface elements, the information provided by the script shall be identified with functional text that can be read by Assistive Technology. | Does not support | Search results cannot be accessed with Javascript turned off. |
| (m) When a web page requires that an applet, plug-in or other application be present on the client system to interpret page content, the page must provide a link to a plug-in or applet that complies with §1194.21(a) through (l). | Not applicable | Plug-ins and applets are not required. |
| (n) When electronic forms are designed to be completed on-line, the form shall allow people using Assistive Technology to access the information, field elements, and functionality required for completion and submission of the form, including all directions and cues. | Supports | Business Insights: Essentials form controls have proper form labels or titles on all input options. |
| (o) A method shall be provided that permits users to skip repetitive navigation links. | Does not Support | Business Insights: Essentials does not provide a method to skip over repetitive navigation links. |
| (p) When a timed response is required, the user shall be alerted and given sufficient time to indicate more time is required. | Not Applicable | Business Insights: Essentials does not require a timed response. |

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| ***Section 1194.31 Functional Performance Criteria – Detail***  **VPAT™**  **Voluntary Product Accessibility Template®** | | |
| ***Criteria*** | **Supporting Features** | **Remarks and explanations** |
| (a) At least one mode of operation and information retrieval that does not require user vision shall be provided, or support for Assistive Technology used by people who are blind or visually impaired shall be provided. | Does not support | Business Insights: Essentials is mostly accessible with Assistive Technology. However, implementation of tools like print, download, citation, and email as radio button options makes these difficult to decipher and use. This means a keyboard-only user can only access a limited amount of functionality. |
| (b) At least one mode of operation and information retrieval that does not require visual acuity greater than 20/70 shall be provided in audio and enlarged print output working together or independently, or support for Assistive Technology used by people who are visually impaired shall be provided. | Supports | Business Insights: Essentials supports browser zoom functions. It also includes ReadSpeaker text-to-speech functionality which will read the text of articles or download an audio version to an MP3. Supports Assistive Technologies. |
| (c) At least one mode of operation and information retrieval that does not require user hearing shall be provided, or support for Assistive Technology used by people who are deaf or hard of hearing shall be provided | Not Applicable | Business Insights: Essentials does not require user hearing. |
| (d) Where audio information is important for the use of a product, at least one mode of operation and information retrieval shall be provided in an enhanced auditory fashion, or support for assistive hearing devices shall be provided. | Not Applicable | Business Insights: Essentials does not include any information with audio. |
| (e) At least one mode of operation and information retrieval that does not require user speech shall be provided, or support for Assistive Technology used by people with disabilities shall be provided. | Not Applicable | Business Insights: Essentials does not require user speech. |
| (f) At least one mode of operation and information retrieval that does not require fine motor control or simultaneous actions and that is operable with limited reach and strength shall be provided. | Does not support | keyboard navigation support has large exceptions: Most features of Compare Industries/Companies tool are not keyboard accessible. Download article, generate bookmark and generate citation are not keyboard accessible (although browser URL can be used as a permalink). Print and email are keyboard navigable only from list of saved items. |

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| ***Section 1194.41 Information, Documentation and Support – Detail***  **VPAT™**  **Voluntary Product Accessibility Template®** | | |
| ***Criteria*** | **Supporting Features** | **Remarks and explanations** |
| (a) Product support documentation provided to end-users shall be made available in alternate formats upon request, at no additional charge | Supports | Gale Cengage Learning will provide support documentation in an alternative format, upon request. |
| (b) End-users shall have access to a description of the accessibility and compatibility features of products in alternate formats or alternate methods upon request, at no additional charge. | Supports | End users may request a description of accessibility and compatibility features using the Contact Us link in the footer. |
| (c) Support services for products shall accommodate the communication needs of end-users with disabilities. | Supports | Support services are available via phone, or fax using the Contact Us link in the footer. |

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