



**Rational** software

## IBM Rational Policy Tester

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### Highlights

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- ***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™ software is an automated scanning and reporting solution designed to help organizations address compliance with privacy, quality and accessibility requirements, and to help these organizations 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 three editions—each of which is discussed in detail as follows.

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. It also includes executive dashboards for tracking and distributing critical online metrics across the enterprise.

### **Promoting compliance and winning marketshare with 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 marketshare and ensuring that your Web site reaches as many people as possible. Further, accessibility-related litigation and legal inquiries are on the rise, generating volumes of new guidelines and regulations.

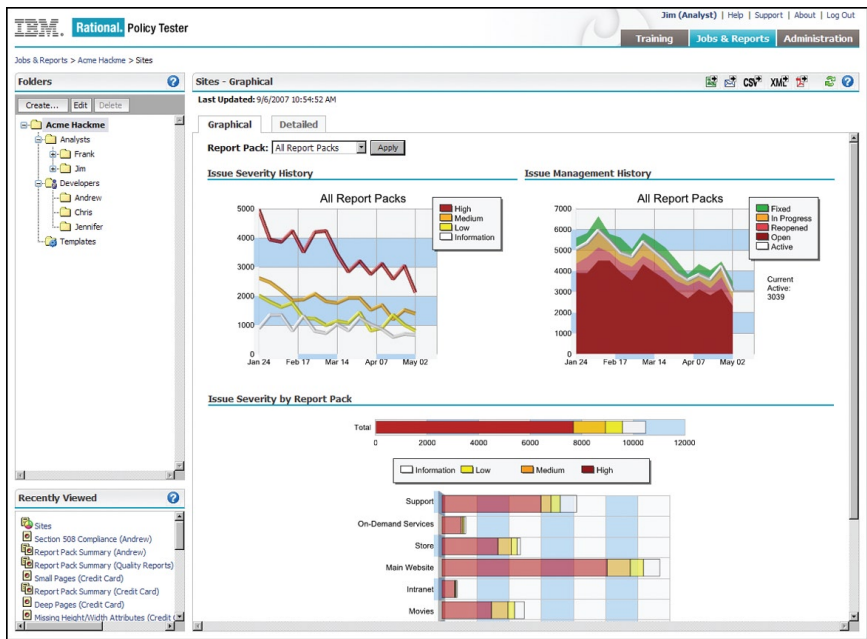


Figure 1: IBM Rational Policy Tester executive dashboard

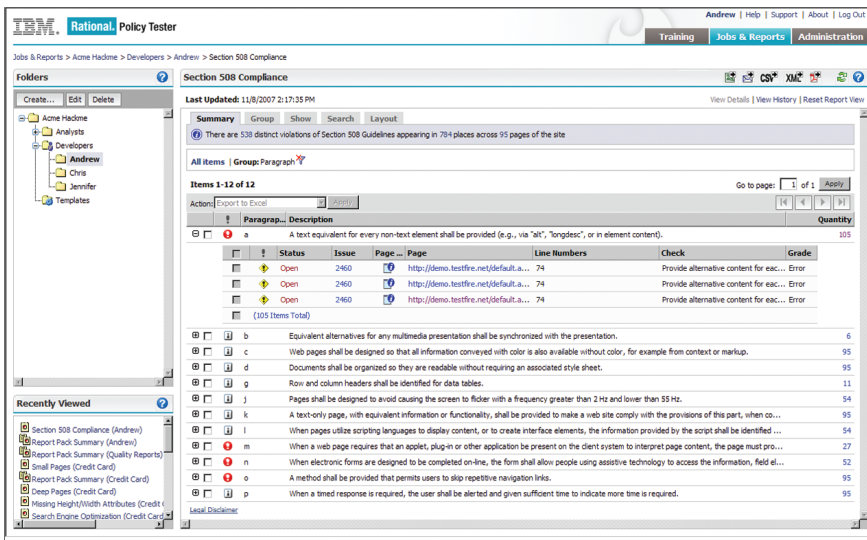


Figure 2: IBM Rational Policy Tester Accessibility Edition

IBM Rational Policy Tester Accessibility Edition software scans Web assets for accessibility parameters and compliance-related issues concerning U.S. government regulations and widely accepted nongovernmental organization standards. In addition to making your sites accessible to more users, the Rational software can help you avoid possible litigation and the deleterious effects of a negative brand impact. IBM has extensive experience working with accessibility issues. It participated in the Web Accessibility

Initiative Accessible Rich Internet Applications (WAI-ARIA) group, which helps define ways to make Web content and Web applications more accessible to people with disabilities. In addition to contributing to the development of the World Wide Web Consortium (W3C) Web Content Accessibility Guidelines (WCAG), IBM is currently working with Adobe® to make Flash applications more accessible.

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

- W3C 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 Web site presents common problems that affect users with disabilities, such as problems with navigation and difficulty understanding nontext items, filling out forms, following links and accessing information presented in complex tables.

### Uncovering potential privacy violations with 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 can give you a comprehensive inventory of the data collection practices across your company's Web sites, making it easier for you to create and enforce appropriate privacy policies.

Reports included in the privacy edition IBM Rational Policy Tester Privacy Edition includes data collection reports, privacy statement reports, visitor tracking reports and privacy regulatory compliance related-reports. Within

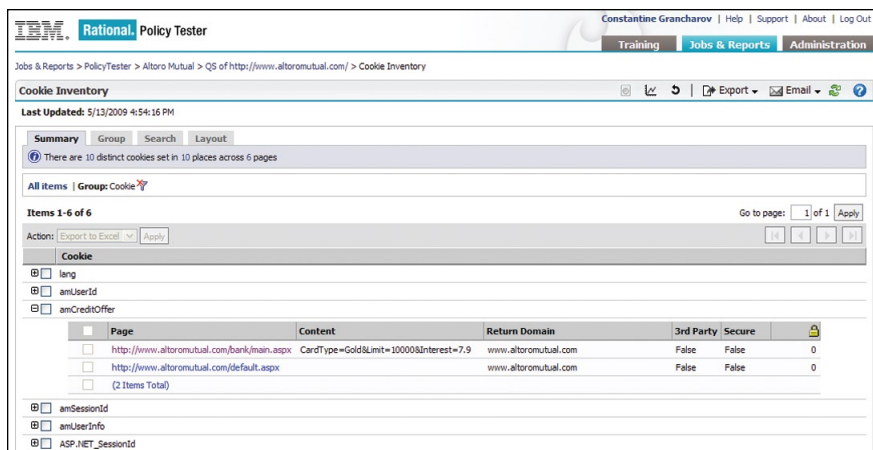


Figure 3: Rational Policy Tester allows you to generate a cookie inventory report that lists first- and third-party cookies, so you can determine whether their usage aligns with your company's policies.

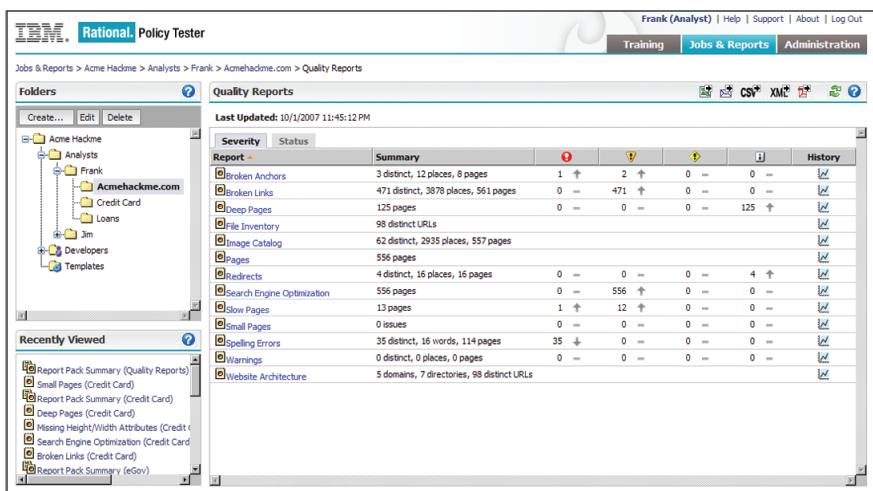


Figure 4: IBM Rational Policy Tester Quality Edition

these categories are additional, more detailed subcategories, so you can pinpoint the specific information you need to enforce your company's 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** enables 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 shows which pages are using a method with known privacy vulnerabilities.

- **Pages with/without privacy statement links** enables 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, enabling users to monitor for undesirable or noncompliant links.

## Privacy regulatory compliance-related reports

Using Rational Policy Tester, you can create your own reports to address compliance issues. The application also includes reports that can help you achieve compliance with:

- *Children's Online Privacy Protection Act (COPPA).*
- *Gramm-Leach-Bliley Act (GLBA).*
- *Health Insurance Portability and Accountability Act (HIPAA).*
- *California Assembly Bill 1950 and Senate Bill 1386.*
- *Safe Harbor.*
- *Section 208.*

## Targeting visitor satisfaction using Rational Policy Tester Quality Edition

As your company releases more and more interconnected Web sites, it's important to make sure that visitors have smooth, problem-free experiences that encourage 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. The software enables you to identify and eradicate problems—before your customers even know they exist.



Reporting categories include:

- *Content defects that directly affect visitor activities, such as broken links, spelling errors and broken anchors.*
- *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**

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**

#### **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 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) offering that allows you to manage compliance issues across your organization from a single, central point. It can help you identify and prioritize Web privacy, accessibility and regulatory compliance risks by providing an auditable system of record, both internally and externally. Plus, it offers cost-effective startup expenses and rapid time to value.

#### **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/](http://ibm.com/software/awdtools/tester/policy/ondemand/)

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