



# Constantly in compliance:

How Harland Clarke made e-commerce accessibility a permanent priority with Deque tools

## About Harland Clarke

Harland Clarke provides businesses with payment tools, marketing services, and promotional products to enhance customer engagement.



## The challenge

Harland Clarke was in a reactive mode with accessibility. Every few years, they would perform an audit, identify what needed fixing, and then remediate the issues with free tools. However, even as they were making fixes, they were simultaneously creating new issues, leaving them trapped in a never-ending break-fix cycle.

This was costing the company unnecessary time and money. Accessibility was becoming an increasing concern for their clients. Leadership at Harland Clarke decided to make accessibility a permanent priority.

Executives within the company wanted their e-commerce sites—namely, their check ordering platforms used by major financial institutions—to be WCAG-conformant.

## The solution

With this new directive, the team at Harland Clarke reevaluated their accessibility practice. They concluded that in order to be truly compliant, they needed to improve their accessibility tools and processes by shifting them further “left” in the development lifecycle and ensuring that products and services were accessible from the start.

Bob Andreasen, Executive Director of Software Quality Assurance, determined that the company would never be able to confidently declare compliance without upgrading to enterprise tooling. “You’re not going to get there with free scanning tools alone,” says Andreasen. “That told us we needed to graduate from the free tools to something more enterprise-level.”

As a result, Harland Clarke licensed axe DevTools and axe Auditor from Deque to grow their accessibility practice.

## The results

By leveraging Deque's advancing tooling, Harland Clarke achieved their accessibility goals.

They significantly increased brand credibility and client confidence, enhancing relationships and improving the contract process.

Additionally, the company opened its e-commerce sites to a larger audience, expanding market share and driving sales and revenue. Today, Harland Clarke offers an easy, accessible experience for customers and clients to complete transactions through their dozens of e-commerce platforms.

Finally, they have transformed their accessibility practice from laborious and disruptive to seamless, sustainable, and effective.

### Why Deque was the right solution for Harland Clarke

By using axe DevTools and axe Auditor, Harland Clarke's development and testing teams can detect, organize, and fix accessibility issues across dozens of sites at once.

"Even if you have a site that is compliant, you're constantly introducing accessibility issues back in the wild," says Andreasen. "We want to make sure we can stay compliant, and that's where we really see the value of axe DevTools and axe Auditor."

Now, when accessibility issues are detected, developers at Harland Clarke are alerted, and the issues are remediated in a timely manner instead of waiting years for a complete and costly reevaluation of their sites. "Not only is it easier, but you're constantly in compliance rather than falling out of compliance and having to battle your way to get back there," Bob Andreasen says.

**"Our accessibility practice has greatly improved, and there's instant credibility that comes with having an enterprise tool behind us. With Deque, we have a process and a toolset we have confidence in."**

—Bob Andreasen, Executive Director of Software Quality Assurance, Harland Clarke

Reach out today and [request a demo](#) to discover how you can achieve your accessibility goals with Deque. Visit our [Digital Accessibility in Retail](#) page to learn more about our retail and e-commerce solutions.

