

1

00:00:02,702 --> 00:00:05,472

Digital accessibility may sound technical,

2

00:00:05,472 --> 00:00:07,574

but for people, it's deeply human.

3

00:00:07,841 --> 00:00:11,745

When a digital experience
isn't accessible, someone can be blocked

4

00:00:11,745 --> 00:00:15,682

from doing something they need to do:

Getting information, paying a bill,

5

00:00:15,915 --> 00:00:19,819

applying for a job, accessing a service,
or simply participating

6

00:00:19,819 --> 00:00:21,955

in the digital world with confidence.

7

00:00:21,955 --> 00:00:24,791

And this affects far more people
than many realize.

8

00:00:24,791 --> 00:00:28,862

More than 1 in 4 adults in the United
States have some type of disability.

9

00:00:29,095 --> 00:00:31,765

And for organizations,
the stakes are rising.

10

00:00:31,765 --> 00:00:34,868

Accessibility is no longer
just a compliance issue.

11

00:00:35,135 --> 00:00:39,572

It's a customer experience issue, a
trust issue, and a business issue.

12

00:00:39,639 --> 00:00:43,977

More than 4500 ADA Title

II cases were filed

13

00:00:43,977 --> 00:00:46,980

in federal court

just in the first half of 2025.

14

00:00:47,113 --> 00:00:51,217

As digital content keeps growing,
making every experience accessible

15

00:00:51,217 --> 00:00:54,754

and effective is becoming harder
and more important than ever.

16

00:00:55,588 --> 00:00:59,192

We live in a new AI world
with infinite content,

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00:00:59,759 --> 00:01:04,964

and when we say content, we mean digital
content that ranges from web content

18

00:01:04,964 --> 00:01:08,701

to mobile content to social content
to all types of documents

19

00:01:08,701 --> 00:01:12,205

organizations
have to keep that content compliant,

20

00:01:12,472 --> 00:01:16,743

especially with increasing regulations
both in North America and Europe.

21

00:01:17,177 --> 00:01:20,180

And with EA and ADA deadlines,

22

00:01:20,246 --> 00:01:23,083

organizations

have to ensure this content is compliant.

23

00:01:24,050 --> 00:01:25,652

One of the biggest

24

00:01:25,652 --> 00:01:28,421

challenges every organization has is

25

00:01:28,421 --> 00:01:31,424

the sheer volume of content.

26

00:01:31,558 --> 00:01:35,195

It's humanly impossible

to keep all of this content compliant

27

00:01:35,562 --> 00:01:38,565

and performing, which is where

28

00:01:38,565 --> 00:01:41,868

agentic AI plays a very big role.

29

00:01:42,435 --> 00:01:46,239

We at Siteimprove are leveraging agentic
AI across accessibility,

30

00:01:46,539 --> 00:01:49,709

analytics,
and search to help our customers

31

00:01:49,709 --> 00:01:52,712

keep their content compliant
and performing

32

00:01:52,712 --> 00:01:57,117

not just for traditional searches,
but also for AI driven searches.

33

00:01:58,351 --> 00:02:00,720

Siteimprove is a global organization

34

00:02:00,720 --> 00:02:04,891

with operations across North America,
EMEA and APJ.

35

00:02:05,191 --> 00:02:09,762

We are headquartered in Copenhagen with
the very rich history of over 20 years.

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00:02:10,130 --> 00:02:13,133

We have over 5000 plus customers worldwide

37

00:02:13,433 --> 00:02:16,469

in fortune 500 and global 2000 companies

38

00:02:16,469 --> 00:02:18,671

across financial institutions, healthcare,

39

00:02:18,972 --> 00:02:22,175

manufacturing, public sector
and retailers.

40

00:02:22,909 --> 00:02:25,311

We're also a recognized leader,

41

00:02:25,311 --> 00:02:28,481

including in the Forrester

Wave for digital accessibility.

42

00:02:29,382 --> 00:02:31,684

Siteimprove.ai is our unified

43

00:02:31,684 --> 00:02:34,020

agentic content intelligence platform

44

00:02:34,487 --> 00:02:36,689

bringing together accessibility,

45

00:02:36,689 --> 00:02:38,158

analytics,

46

00:02:38,158 --> 00:02:42,128

SEO, AEO and content strategy

47

00:02:42,128 --> 00:02:43,830

all in one place.

48

00:02:43,830 --> 00:02:47,100

We call it agentic

because it goes beyond automation.

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00:02:47,433 --> 00:02:50,436

Our agents help teams identify issues,

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00:02:50,570 --> 00:02:53,573

prioritize what matters, recommend action,

51

00:02:53,806 --> 00:02:56,342

and increasingly automate improvement

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00:02:56,342 --> 00:02:58,111

across the content lifecycle.

53

00:02:58,778 --> 00:03:01,981

So whether a customer is improving
accessibility,

54

00:03:02,248 --> 00:03:05,785

strengthening discoverability,
understanding performance,

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00:03:06,119 --> 00:03:09,689

or creating better content
from the start, Siteimprove

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00:03:09,689 --> 00:03:12,692

helps them do it on one unified platform.

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00:03:12,692 --> 00:03:14,160

That's what makes us different.

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00:03:14,160 --> 00:03:18,264

We help organizations
bring compliance and performance together

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00:03:18,631 --> 00:03:22,769

so they can create digital experiences
that are accessible, discoverable,

60

00:03:23,002 --> 00:03:25,004

trusted, and effective.

61

00:03:25,538 --> 00:03:26,706

Together.

62

00:03:26,706 --> 00:03:27,507

Together.

63

00:03:27,507 --> 00:03:28,508

Together.

64

00:03:28,508 --> 00:03:29,676

Together.

65

00:03:29,676 --> 00:03:30,610

Together.

66

00:03:30,610 --> 00:03:31,578

Together.

67

00:03:31,578 --> 00:03:32,412

Together.

68

00:03:32,412 --> 00:03:33,279

Together.

69

00:03:33,279 --> 00:03:36,783

We transform access to the digital world.