

CASE STUDY

Invicta Saves Leading Global Publisher \$250,000 in Accessibility Spend, Improves Quality, Reduces Rework



AT A GLANCE

Accessibility Challenges

- Lengthy Remediation Time Results in Inequitable Learning Experience
- Subject Expertise is Very Costly
- Quality is Inconsistent at Best
- Current Solutions Don't Scale

Invicta™ Benefits

- *Faster: ~35% Faster Than Traditional Methods*
- *Exponential Savings: Upto 50% of the Cost of Manual Remediation*
- *Scalable: Handling 10,000 images or more per week*
- *Reliable Quality: Less need for rework*
- *Aligns With Most Common Workflows: No Major Changes to Access Benefits*

CLIENT TESTIMONIAL

"I wanted to say a huge thank you for your amazing, speedy turnaround on the alt text for our first edition Chemistry title, I know this was a big ask from us to create such a large volume of complex alt text on a very tight timeframe, and I am super appreciative and grateful for your outstanding work. Thank you very, very much!"

Managing Producer

Leading Higher Education Publisher

OVERVIEW

Invicta™ is an artificial intelligence (AI) powered, cloud-based platform developed to make accessibility remediation & compliance faster, more affordable, more scalable, and easy. Invicta™ uses collaborative intelligence – AI technology with human expert review – to generate alternate text (alt text) for images, which significantly empowers accessibility professionals, subject matter experts, or authors working on creating accessible content.

OPPORTUNITY

The client, one of the largest academic publishers in the world, wanted to transform its alt text with the goal of:

- Lowering costs
- Reducing turnaround time
- Improving quality, accuracy, and consistency of its alt text content

Based on positive results from early pilots the client signed up with Continual Engine for an additional "40 alt text projects, shifting entire discipline lists in some cases from existing service providers.

SOLUTION

Continual Engine collaborated with the client and its production vendors to establish an end-to-end process by leveraging Invicta's™ built-in capabilities. These included:

- Seamless integration into existing workflows
- Shared best practices for project scoping and management
- Clear and accurate scheduling
- Incorporation of quality checks by accessibility and subject matter specialists

Continual Engine was able to process tens of thousands of images and generate alt text descriptions across seven major disciplines including Chemistry, Physics, Computer Science, Engineering, Math, Accounting, and Statistics.

RESULTS

- **Scalability:** Invicta™ generated alt text descriptions for more than 38,000 images in a matter of weeks
- **Unprecedented Cost Savings:** \$250,000 saved in first beta test across dozens of projects
- **Fraction of the Time:** Average delivery time was 35% faster than traditional methods
- **High Quality Output:** Reduced time in quality checks and fewer error tickets
- **Accelerated Training on New Disciplines:** Invicta™ was trained to handle Physics, Engineering, and Computer Science images in 3 months