



# CASE STUDY

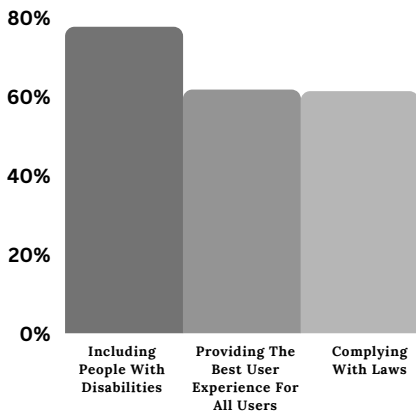
## Invicta™ Automates Image Accessibility (Alt Text) for “Big Five” Higher Education Publisher

### INVICTA™ OVERVIEW

- Automated Artificial Intelligence (AI) Solution for Alternate Text (Alt Text)
- Quality Tested and Reviewed by Experts
- Meets and Exceeds WCAG/ADA Compliance
- Exponentially Reduces Times and Costs (upto 50% Savings)
- High Quality Output Across Diverse Images
- Highly Scalable Solution (10,000 or More Images/Week)

### MARKET TRENDS

**2021 State of Digital Accessibility Report**  
Top 3 Reasons Why Organizations are Addressing Accessibility:



### THE BUSINESS CHALLENGES

The client, a leading UK-based publisher operating in more than 40 countries, wanted to provide accessible and equitable educational resources. They were seeking:

- Alt text services across multiple disciplines
- Reduction in costs and accelerated cycle time
- Scalability along with high quality

Invicta's™ ability to offer a scalable, affordable, and faster solution for high-complexity disciplines met their goals. After completing a pilot, they assigned a set of projects to Continual Engine over a two-year timeframe.

### THE INVICTA™ SOLUTION

Continual Engine collaborated with the client to identify key projects that contained a significant volume of complex images such as, Life Sciences, Chemistry, Physics, Mathematics and Management. Over a short period of time, Continual Engine:

- Processed images in high volumes to consistently generate high-quality alt text
- Conducted reviews by subject matter experts for accuracy and relevance
- Authored and reviewed alt text for unique images (not well-suited for automation)
- Delivered final alt text in the client's preferred format

### SUCCESSFUL OUTCOMES

**SCALABILITY:** Invicta™ successfully generated alt text for 60 high-complexity titles over the two-year cycle

**EFFICIENCY:** Average turnaround time reduced by about 45% as compared to manual approaches

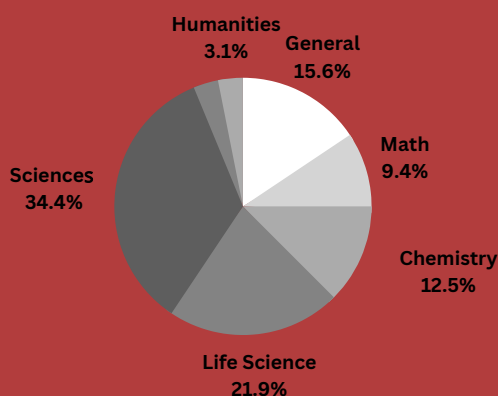
**QUALITY AND CONSISTENCY:** Greater consistency in the output meant fewer errors, leading to better learner experiences

**COST SAVINGS:** \$500k saved in a two-year period

**BEYOND COMPLIANCE:** Met and exceeded WCAG 2.1 AA and global accessibility standards

### Projects Completed in 2020 – 2022 = 55

STEM Subjects Worked in 2021:



STEM Subjects Worked in 2022:

