

Agility and executive support at Sureify turn accessibility into competitive differentiator

About Sureify

Industry: Insurance Technology

Founded: 2012

Sureify offers major insurance carriers a SaaS apply & buy and customer engagement platform across web, iOS and Android apps.

Story Snapshot:

- Sureify began their accessibility initiative with a web and iOS audit.
- The Deque Team was brought into scrum meetings to quickly address accessibility issues across Sureify web, iOS, and Android platforms.
- By meeting their compliance goals, Sureify is better positioned to win contracts from large carriers that focus on accessibility.

Why Deque?

"Deque was the only real option for us. We needed the accessibility services to help us meet our goals now, while putting us on a path to self-sufficiency using the right tools."
– Ryan Swanson, COO



Sureify provides the leading customer engagement platform for major insurance carriers. They encountered accessibility contract requirements for the first time while on the verge of landing a large client. In order to win this opportunity, Sureify needed to conform with specific digital accessibility guidelines based on WCAG 2.0 AA.

"We realized pretty quickly that we didn't have the depth of experience to make our applications compliant with the WCAG 2.0 guidelines. While we talked to multiple accessibility firms, Deque stood out as the partner to go with."
– David Belgum, CFO

Aggressive and agile pursuit of WCAG 2.0 AA Conformance

In just two days, the Sureify leadership team established initial accessibility goals and made the decision to work with Deque. Less than two weeks later, Sureify development, design and QA teams were making progress working through web and iOS accessibility issues presented by the Deque audit team. Android accessibility was tackled shortly after.

"Scaling accessibility across all customer facing applications (web, iOS, and Android) was a company-wide initiative. Deque participated in our accessibility Slack channel and our daily scrum meetings to discuss ongoing accessibility progress. We were very pleased with how quickly we were able to work through the issues list."
– Sulu Velugu, CTO

Accessibility as a key differentiator

From the beginning, Sureify understood the competitive advantage accessibility would bring to the table. Maintaining and growing an accessibility practice has bolstered relationships with existing clients and given them confidence in meeting accessibility requirements in the future.

"We've already seen positive feedback from end-users and have seen a much deeper level of collaboration with our clients. We share a common mission."
– Ryan Swanson, COO

To learn more about Deque visit: deque.com

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