

eSolutionsGroup and Monsido partner to foster accessibility mindset across local governments



Institution: eSolutionsGroup
Business model: Full-Service Agency

Over the past 20+ years, eSolutionsGroup, a GHD Company, has emerged as a premiere full-service agency for municipalities and other local government agencies. As experts within the public sector, eSolutionsGroup delivers digital solutions and services that help connect local communities with cities, towns and regions. They support more than 360 clients around-the-world, and have designed over 600+ websites for the public sector.



PROBLEM: Fostering An Accessibility Mindset

eSolutionsGroup provides an award-winning content management system (CMS) called i:Create that was built specifically for government agencies. In addition to delivering a seamless content management experience, the CMS also helps ensure that forms are accessible to a WCAG 2.0 level AA compliance.

eSolutionsGroup added accessibility features to their CMS as they noticed that web accessibility had become a growing priority for government organizations, and that new regulations requiring public sector organizations to meet minimum web accessibility requirements were coming into effect. They also added accessibility services to help educate their public sector clients on the importance of fostering an accessibility mindset when working with websites. eSolutionsGroup partnered with Monsido as an Agency and Referral Partner in June 2020 to expand their web accessibility offerings.



COLLEEN COLLINS
Director of Digital Communications Services

SOLUTION: More Options For Their Customers

As a provider of best-of-breed solutions, Monsido was added to the technology stack that their in-house team could use to incorporate accessibility into the web development process for clients. With Monsido, their team could ensure that every new website delivered to a customer did not only meet accessibility standards, but also lived up to providing a perfect user experience without broken links, misspellings and more.

As eSolutionsGroup handed finished websites over to their customers, many wanted to continue with a web governance tool to maintain a high-quality website, as well as on-going monitoring of web accessibility. As a result eSolutionsGroup referred 14+ clients to get started with Monsido, and were able to get a commission for every customer that signed on.

“Our clients look to us to anticipate their needs, and in partnering with Monsido - we’ve been able to offer them an easy-to-use and affordable accessibility solution that helps them achieve and maintain web accessibility standards. The revenue from referrals is just an added bonus of our partnership”.

- Colleen Collins,
Director of Digital Communications Services

BENEFITS: A Collaborative Partnership With A Shared Vision

From a technical standpoint, the partnership has also brought about a more seamless user experience as a deep link integration has been developed between Monsido and i:Create. This allows users to work with Monsido directly within the i:Create CMS, making it quick and easy to correct any errors identified during a scan by Monsido.

Beyond the technical set up, eSolutionsGroup and Monsido also share a similar vision to make an impact for users of all abilities to digitally engage with local government noted Colleen.

“Working with a partner that has a similar vision is super important to us at eSolutionsGroup. We’re so pleased that the team at Monsido has been so collaborative when it comes to working with us to promote accessibility,”

An example of one of the collaborative efforts is the co-hosted webinar on **Fostering An Accessibility Mindset in 2021** that premiered in December 2020. Looking to the future, Monsido and eSolutionsGroup are looking to join forces on more inspirational content, webinars, accessibility awareness campaigns and more.

eSolutionsGroup Limited



At eSolutionsGroup, the heart of our business is reaching the heart of your community. Through barrier-free websites, seamless online solutions, advanced mobile applications and marketing and communications services, we have proudly partnered with more than 400 public sector clients over the past 22 years in business. We deliver results that have won hundreds of international marketing and technology awards. Learn more at www.esolutionsgroup.ca

About Monsido

Monsido is a fast-growing software company founded in 2014 that provides a one-stop web governance solution designed to give website visitors a superior browsing experience. Our time-saving auditing tool provides accurate and insightful information that helps organizations work with confidence to identify accessibility and quality assurance issues. This enables them to optimize their online presence and ensure compliance with legal requirements. Monsido has offices in the United States, Australia, and Denmark. For more information, visit www.monsido.com

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