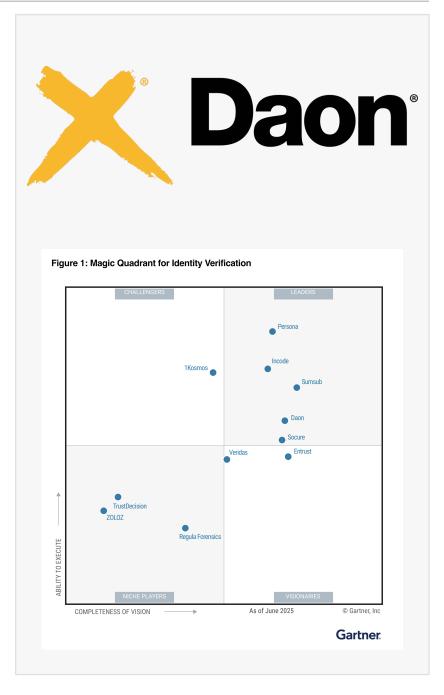


## Daon Positioned as a Leader in 2025 Gartner® Magic Quadrant™ for Identity Verification

DUBLIN, LEINSTER, IRELAND, August 28, 2025 /EINPresswire.com/ -- Daon®, The Digital Identity Trust Company and a leading provider of solutions in the identity verification market, today announced that the company has been positioned by Gartner as a Leader in the Magic Quadrant for Identity Verification. The evaluation was based on specific criteria that analyzed the company's overall Completeness of Vision and Ability to Execute.

In our opinion, this evaluation reflects Daon's commitment to delivering comprehensive identity verification solutions that enable organizations to build trust through verified identities while maintaining seamless user experiences. Daon's significant R&D investments in developing proprietary algorithms, anti-spoofing, and AI technologies have been instrumental in delivering the fraud protections that are essential for client operations worldwide. xProof, Daon's proven solution for IDV, combines advanced document validation, biometric matching, and liveness detection capabilities to create a robust defense against sophisticated fraud attempts,



including deepfakes and synthetic identities. The solution's ability to verify identities across 230+ countries and territories while maintaining high accuracy rates has made it a trusted solution for

organizations in financial services, healthcare, government, and other regulated industries.

"We believe this in-depth analysis from Gartner demonstrates how Daon's more than 25 years of leadership in identity verification translates into market-leading capabilities that organizations depend on today," said Tom Grissen, CEO of Daon. "Our deep expertise in biometric authentication and identity assurance has enabled us to anticipate market needs and deliver solutions like xProof that address the evolving challenges of digital fraud. We believe this positioning as a Leader validates our strategic approach to combining proven security with innovative technology."

xProof's cloud-native architecture and flexible deployment options empower organizations to implement enterprise-grade identity verification

that scales with their needs, whether deployed as SaaS, in managed environments, or onpremises infrastructure.

Magic Quadrant for Identity
Verification

25 August 2025 - ID 00082478 - 45 min read
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Identity verification tools help deliver security, compliance and trust across customer and workforce use
cases. This Magic Quadrant evaluates II vendors to help IAM leaders assess these solutions against their use
cases and requirements.

Market Definition/Description

Gartner defines identity verification (IDV) as the combination of activities during a digital interaction that
birings a real-world identity claim within organizational risk tolerances. Identity verification capabilities —
delivered as 58as, Softwere or appliance—provide assurance that a real-world identity is star and that
the individual claiming the identity is its true owner and is genuinely present during the digital interaction.
The purpose of identity verification is to establish confidence in the real-world identity of a person during a
digital interaction when cursted credentals do not exist, are not available or do not provide sufficient
assurance.

Identity verification is used for a variety of business use cases, such as:

Compliance (such as know your-customer [KYC] obligations).

Onboarding (customer registration, remote workforce hiring and employee onboarding processes, for
example).

Account security (including support for credential management processes, such as credential enrollment
and account recovery).

Militaging fixed risk (preventing fraud-ident registrations using stolen or synthetic identities, enabling
remote proctoring/invigilation, and securing high-risk transactions, for example).

\*\*Trust and safety (including improving accountability in marketyboses, providing assurance in the gig
economy and establishing trust in larger portable digital identity networks).

\*\*Mandatory Features\*\*

The mandatory features for this market include:

\*\*Capture of a person's photo and data from a photo identification document, followed by assessment of
the document's aucherticity to provide assurance that the r

Daon's holistic approach to identity verification extends beyond basic face matching and document checks to include patented document validation processes, advanced presentation and injection attack detection, frictionless biometric authentication, and Al-powered fraud prevention. This multi-layered security framework allows organizations to confidently verify customer identities while meeting increasingly stringent regulatory requirements across global markets.

Magic Quadrant reports are a culmination of rigorous, fact-based research in specific markets, providing a wide-angle view of the relative positions of providers in markets where growth is high and provider differentiation is distinct. Providers are positioned into four quadrants: Leaders, Challengers, Visionaries, and Niche Players. The research enables you to get the most from market analysis in alignment with your unique business and technology needs.

View a complimentary copy of the Magic Quadrant report to learn more about Daon's strengths and cautions, among other provider offerings, at <a href="https://go.daon.com/gartner-magic-quadrant-for-identity-verification-2025">https://go.daon.com/gartner-magic-quadrant-for-identity-verification-2025</a>.

For more information about Daon's identity verification solutions, visit Daon.com or contact press@daon.com.

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## **About Daon**

Daon, The Digital Identity Trust Company, delivers fraud-resistant, low-friction digital identity solutions that support onboarding and authentication at every trust point across the customer lifecycle. With industry-leading, cross-channel, biometric identity verification and multi-factor authentication, Daon enables its clients to empower each customer with a single, secure digital identity that balances maximum fraud prevention with ease of use. Delivered on robust, Alpowered platforms designed to counter even the most sophisticated Al-driven fraud, Daon's innovative, privacy-first solutions eliminate key threat vectors and help ensure regulatory compliance while allowing businesses to offer a seamless, accessible customer experience that increases satisfaction and lowers costs. That is why Daon is trusted by global leaders in financial services, telecommunications, travel & hospitality, the public sector, and more to process hundreds of millions of digital identity transactions each day.

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