# The Evolving Digital Identity Landscape

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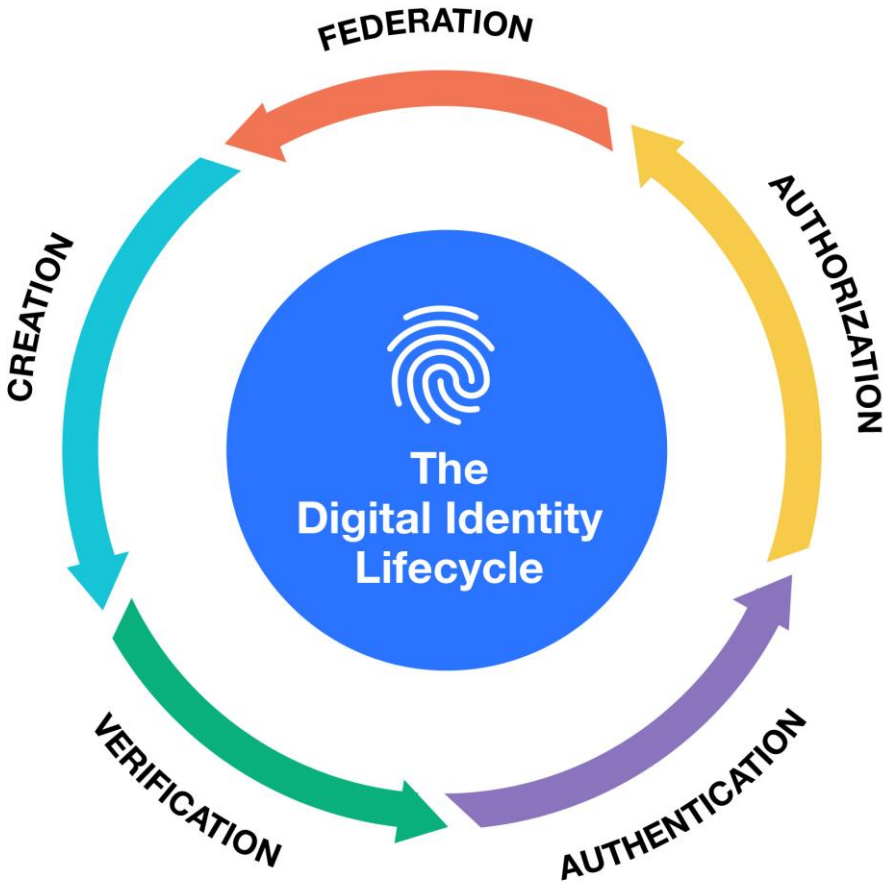
CEO

Liminal

# Our perspective is rooted in the digital identity lifecycle

Rising consumer UX expectations, ongoing data breaches and global regulatory scrutiny are driving the need for privacy-preserving reusable digital identities, anchored increasingly on the needs of the consumer, and not the enterprise.




Source: Liminal

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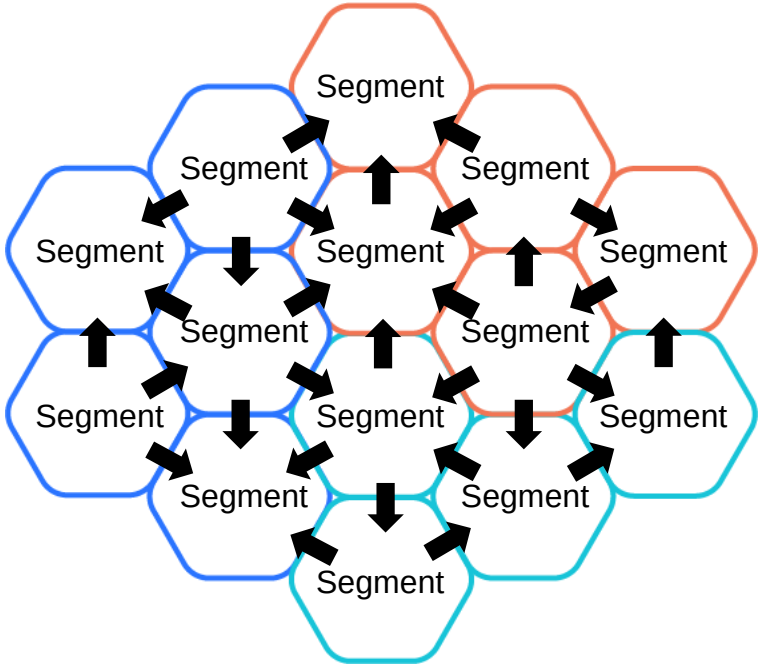
# Digital Identity **Landscape** 2023

# A Liminal Landscape is a tool for creative exploration and decision-making

## Landscape Process

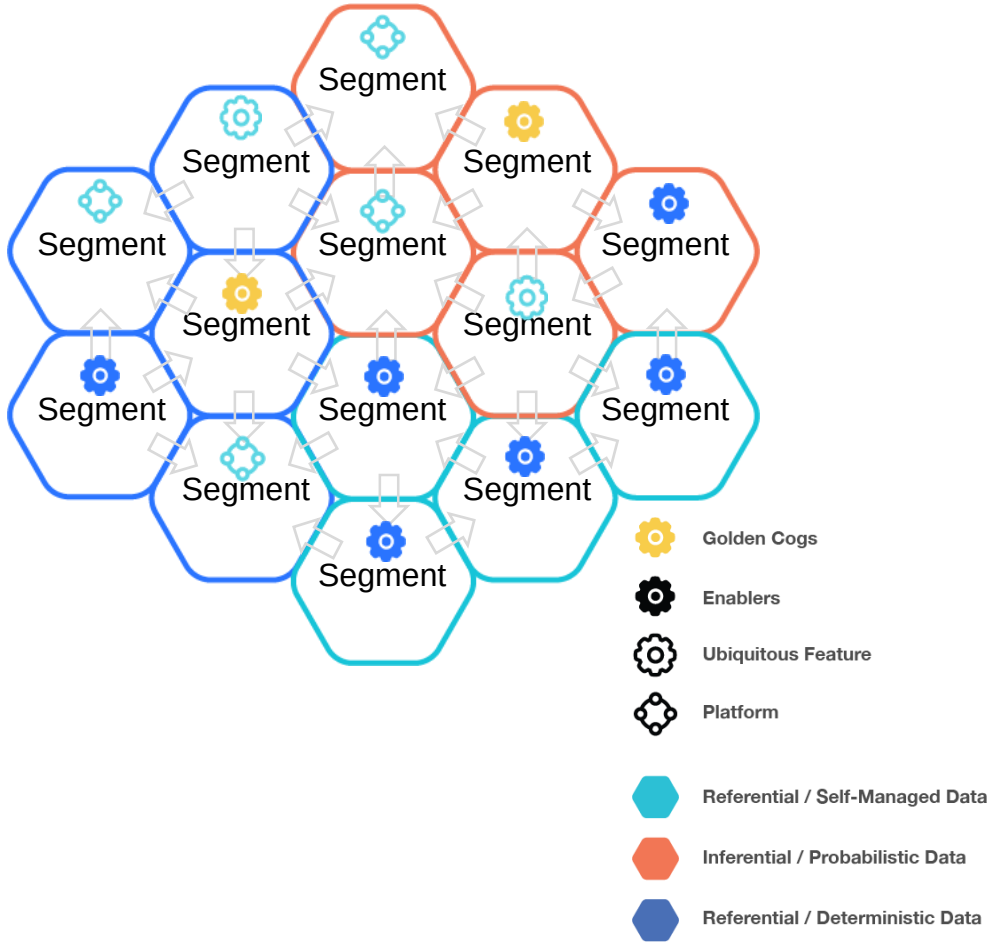
1. Define the landscape
2. Discover dominating forces
3. Measure relational value



# A Liminal Landscape is a tool for creative exploration and decision-making

## Landscape Process

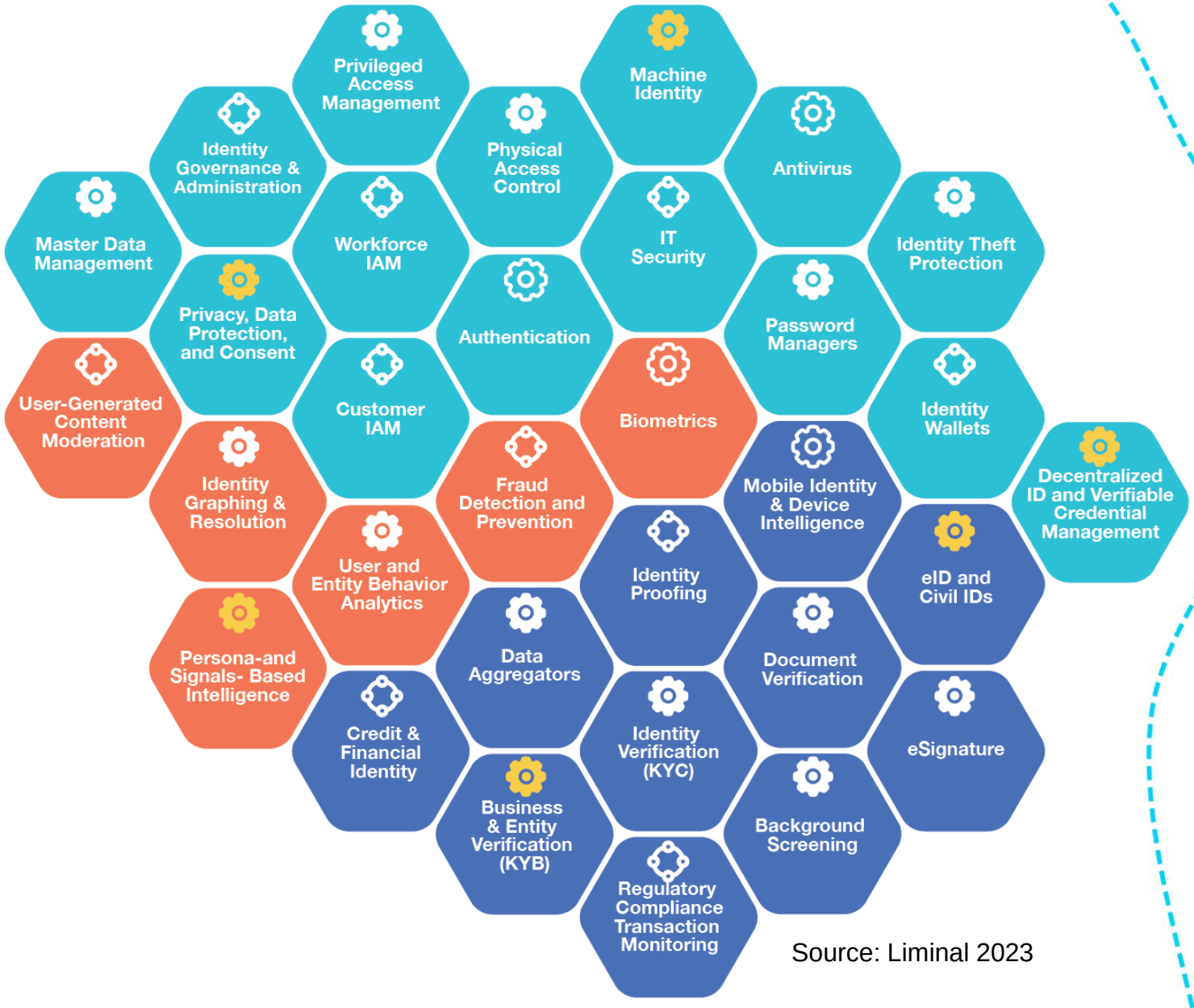
4. Identify segment types
5. Measure solution segment influence
6. Identify the Golden Cogs



# The 2023 Liminal Digital Identity Landscape

- Golden Cogs
- Enablers
- Ubiquitous Feature
- Platform

- Referential / Self-Managed Data
- Inferential / Probabilistic Data
- Referential / Deterministic Data




Source: Liminal 2023

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# The 2023 Golden Cogs

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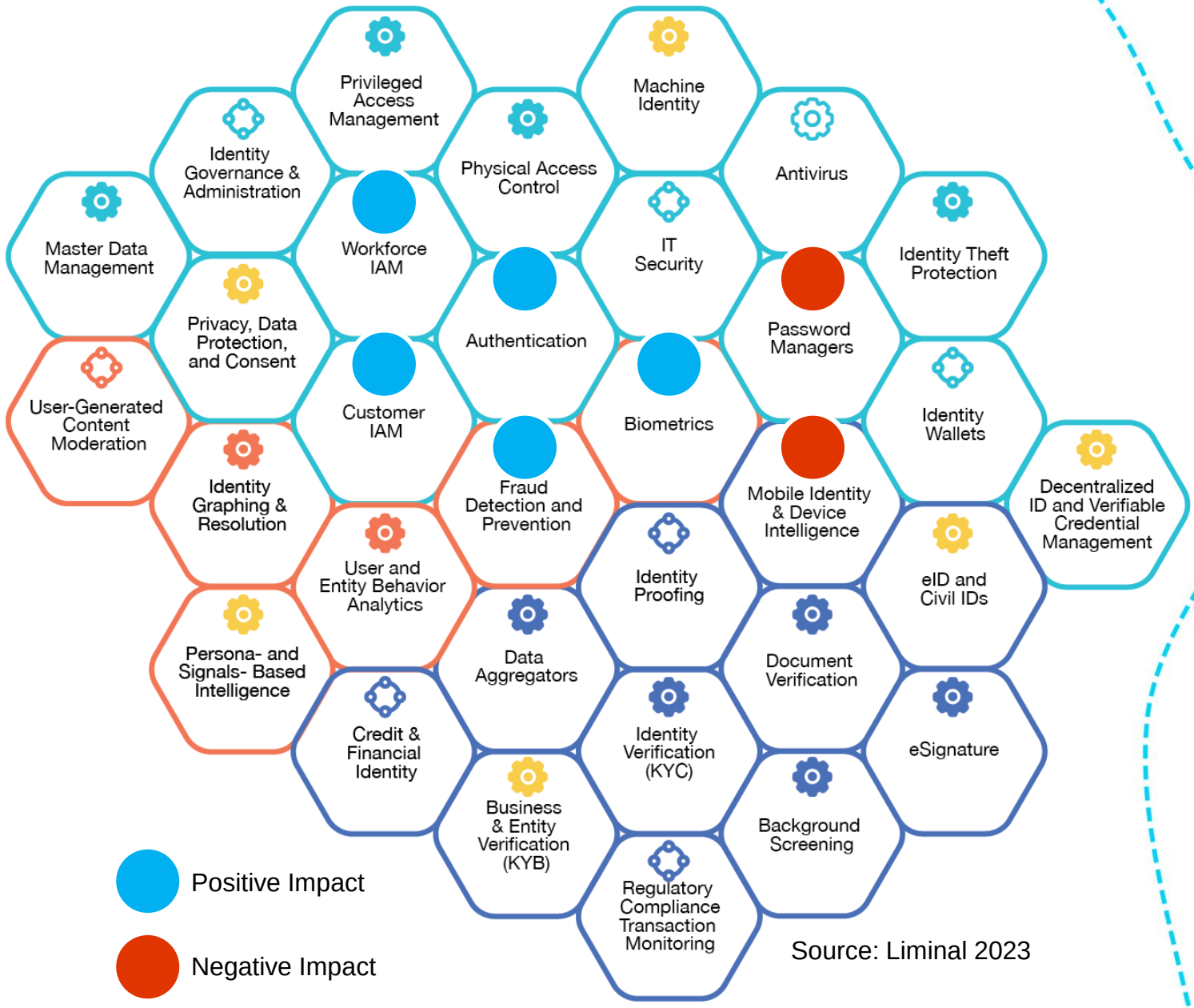
# Trend 1: Passwordless

## FIDO2 is accelerating passwordless authentication adoption

## Passwordless authentication reduces fraud risk

## SMS OTP volumes will be impacted




Source: Liminal 2023

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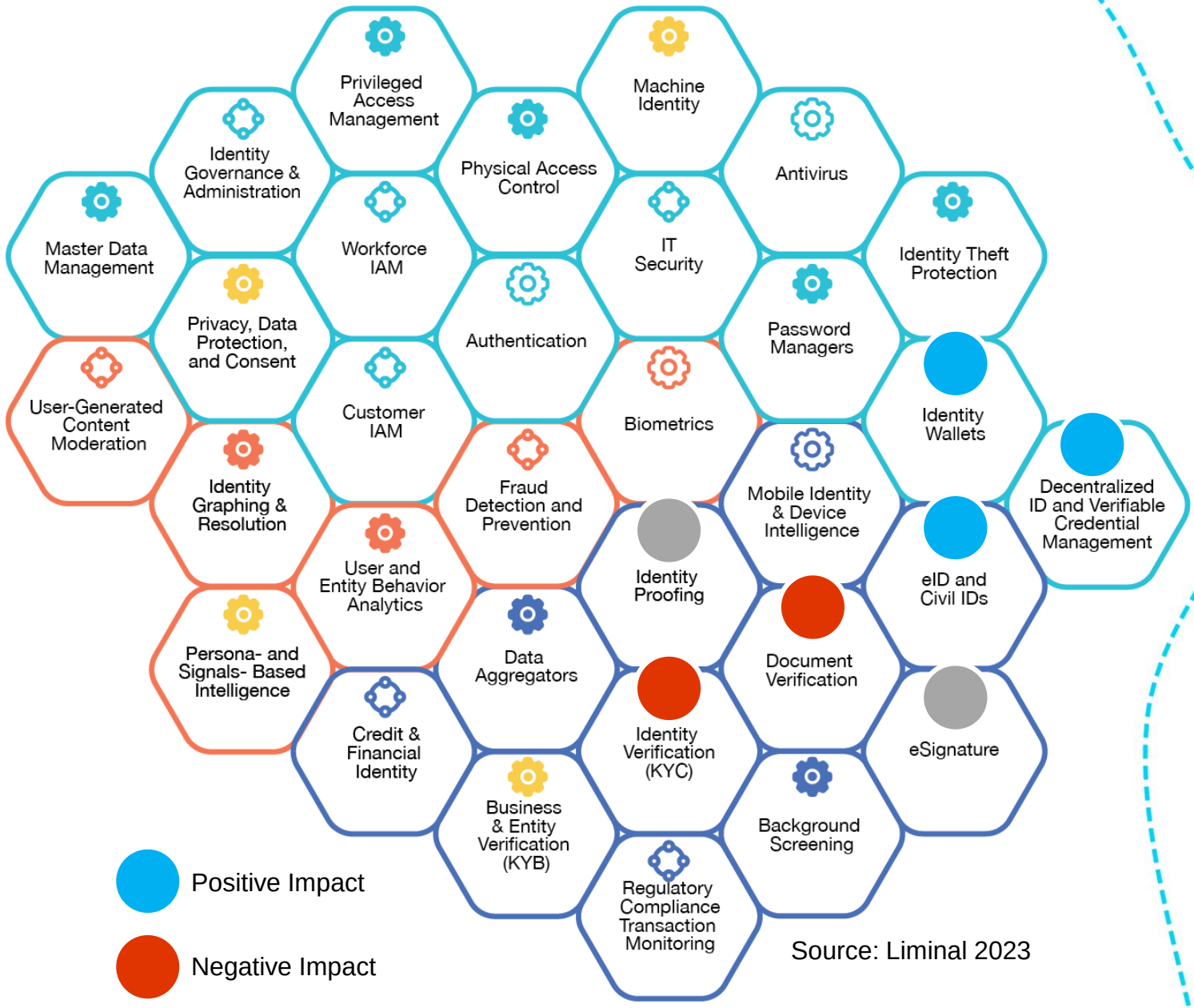
# Trend 2: Rise of eIDs

**Long-term demand is strong for secure reusable identity**

**Europe is leading the way with 22 eID schemes active**

**The private sector should focus on interoperability**



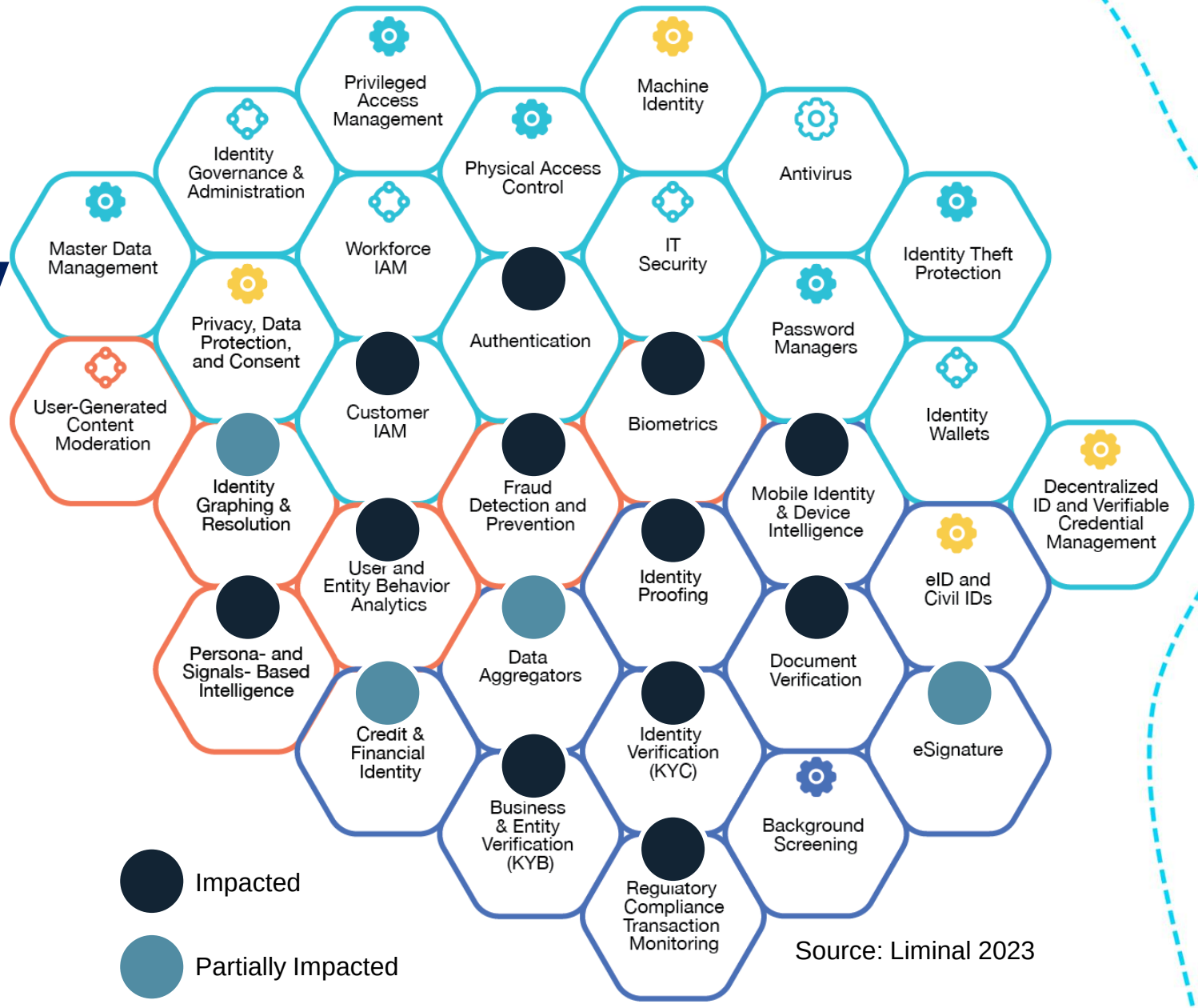

Source: Liminal 2023

# Trend 3: Integrated Identity Platforms

## Customers demand solutions that cater to the entire lifecycle

## Enabling solutions find more success selling through channel

## Market forces are driving consolidation

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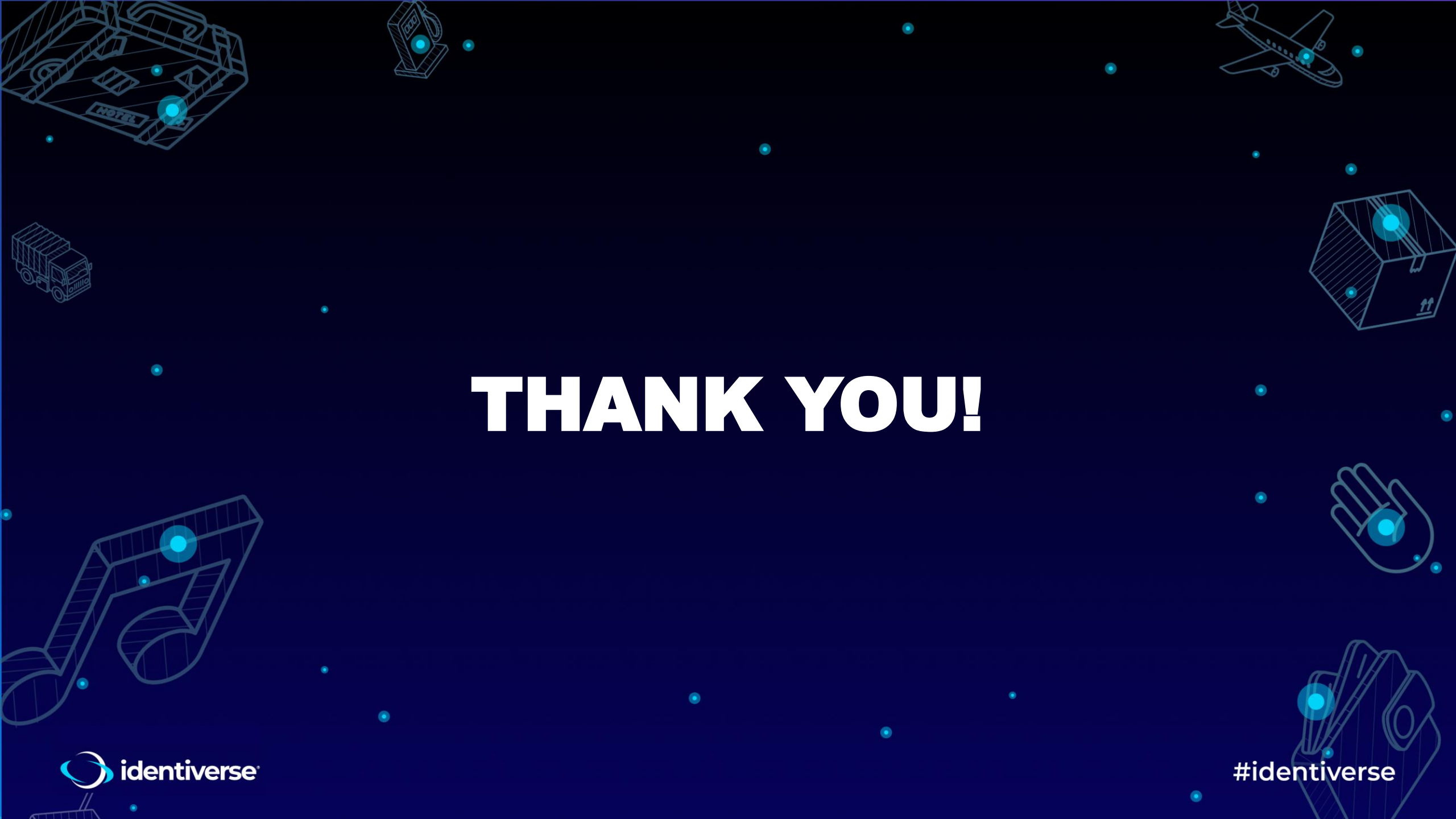
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