



Case study:

## Enhancing trust and authenticity with seamless workplace verification

**EY teams combine Microsoft Entra Verified ID with unique identity orchestration for authentic workplace verification**



Building a better  
working world



Microsoft

EY teams developed a unique solution that combines the trusted-empowering technology of Microsoft Entra Verified ID with an identity fabric created by identity orchestration. This innovative solution, which sets a new standard in the field, is now being tailored for health care and financial services, improving identity proofing processes in these sectors.

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## The challenge

Verifying employment status and credentials for new recruits and suppliers on LinkedIn posed a significant challenge. Many profiles contained self-reported and even fraudulent information, leaving HR and Identity and Access Management teams to manually verify employment resulting in increased costs, screening time and onboarding delays.

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## The breakthrough

EY teams developed a unique solution that combines the trusted-empowering technology of Microsoft Entra Verified ID with an identity fabric created by identity orchestration. By establishing an orchestration-based integration with LinkedIn, they created an Entra Verified ID process that significantly streamlined the validation of both employment candidates and suppliers. This solution not only met EY verification requirements but also utilized an innovative identity fabric technology for orchestrating the process, which allows for the solution to expediently onboard other enterprises or include any verification requirements.

While some companies may have the capacity to handle development internally, the EY solution offers significant reductions in deployment lead time through its flexible orchestration and interoperable processing. This extends beyond a direct integration between LinkedIn and Entra Verified ID, representing a sustainable, advanced solution that sets a new standard in the field.

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## Adding value through credibility

Through building our NextGen trusted identity solution as part of LinkedIn's select pilot program, EY teams helped enable a streamlined HR onboarding processes by significantly reducing the time needed to verify employment and the authenticity of credentials. Organizations utilizing verified



### Microsoft technologies

Microsoft Entra Verified ID builds a trust fabric for tomorrow by enabling organizations to confidentially issue and verify workplace credentials, citizenship, education status, professional certifications, or any unique identity attributes in a global ecosystem designed for more secure interactions among people, organizations and things.

credentials can automatically verify the authenticity and source of credentials on candidates' LinkedIn profiles. This integration simplifies the verification process, fostering trust in connections, helping to enable more meaningful interactions.

As a testament to our achievement, the EY collaboration with Microsoft earned the prestigious [Identity Trailblazer](#) recognition from the Microsoft Intelligent Security Association (MISA).

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## What's next: building trust and innovation

Building on the pilot's success, EY teams are now working with clients across multiple industries on sector-specific solutions and have deployed multiple verifiable credential solutions. One solution focuses on streamlining the medical credentialing process and improving patient and provider journeys within the health sector while another aims to help optimize repeatable identity proofing processes in the financial services sector to help enable transactions with the highest level of confidence with the push of a button. As we move forward, we will continue to empower trust and continue to lead the development of a better working, trusted, world.

Sam Tang, EY Americas Digital Identity Leader, said: "Microsoft is a vital collaborator in our mission to build trust and push the boundaries of innovation. Verifying workplace credentials for LinkedIn through Entra Verified ID is just one example of our efforts to simplify and enhance digital interactions, ensuring greater trust and confidence for both organizations and individuals."

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EY's domain expertise and global experience coupled with Microsoft Entra Verified ID is helping reduce risk for organizations while empowering people to own and control their own identity attributes data. Thanks to the EY and Microsoft Partnership, customers now have access to EY solutions for faster and more trusted remote hiring and onboarding, easy and verified least privilege access to applications, verified helpdesk account recovery and high assurance scenarios for banks and treasury operations.

### Ankur Arora

Principal Group Product Manager  
Microsoft Security Engineering

## EY | Building a better working world

EY exists to build a better working world, helping to create long-term value for clients, people and society and build trust in the capital markets.

Enabled by data and technology, diverse EY teams in over 150 countries provide trust through assurance and help clients grow, transform and operate.

Working across assurance, consulting, law, strategy, tax and transactions, EY teams ask better questions to find new answers for the complex issues facing our world today.

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