



**Daon**

Case Study



## Esme Learning Reduces Friction for Students, Saves Admin Time with Digital Identity Proofing

### Customer:

Esme Learning delivers online executive education programs in partnership with leading universities

### Business Objective:

Verify online student identities more quickly and easily while maintaining strong security

### Results:

- Fast, no-code process for adding biometric identity assurance to online courses
- Frictionless identity proofing for students
- Less daily admin work for course operators—10 hours saved per course

### The Challenge

When Esme Learning delivers online courses and issues course certificates on behalf of schools like Oxford and MIT, it's essential to confirm that students in remote locations are who they claim to be. At the same time, those students expect a verification process that's fast and frictionless, while course administrators need a solution that's easy to integrate and free of manual intervention.

### The Solution

Digital identity proofing and onboarding from Daon allows remote Esme Learning students to verify their identities online by snapping a video selfie and a picture of their government-issued ID. Daon's IdentityX platform then compares the two images using AI-powered biometric matching and also tests for "liveness" to prevent spoofing with a mask, photograph, or pre-recorded video.

To simplify life for administrators in the digital learning space, Daon created a snap-in adaptor for the Learning Tools Interoperability (LTI) standard—a popular protocol used by Esme Learning and others—which allows course designers to add biometric identity proofing directly into the learning flow without the need to write code or exit the Learning Management System (LMS) interface.

*"I was impressed by how Daon accomplishes identity verification, including liveness tests. Daon stepped up to give us everything to get started. With the IdentityX Onboarding LTI Adapter, we were able to deploy quickly, and it will provide huge gains for the people administering the course. In addition to saving us time and making life much easier, it provides the highest quality experience to our customers."*

**- Julia Henderson**  
VP of Course Operations  
Esme Learning

### The Results

Esme Learning deployed Daon's onboarding solution quickly and reported huge gains for course administrators—with much more work being automated by the LMS. In fact, Esme Learning estimates that removing the need for manual ID verification saves on average **10 hours per course**.

For students, the new onboarding process makes it easy to get into the platform and start learning quickly—without the friction or distraction of an administrative burden.

The net result is a faster, safer experience for both students and course operators, which helps contribute to greater adoption and better learning outcomes.

**Part 2: IdentityX Verification**  
After you submit the survey, complete the IdentityX verification process.

Our identity verification system:

- Provides the highest level of security with inherent multi-factor authentication.
- Can be completed on a smartphone or a web browser.
- Is certified against the ISO/IEC 27001:2013 international standard for information security management.

You'll need:

- Government-issued photo identification
- A smartphone or laptop with a camera

To start, make sure you have your government-issued photo ID in hand, and select **Verify Now** below on your smartphone or laptop to start the identity verification process.

A few best practices to help ensure a smooth verification experience:

- The best experience is on your mobile phone rather than your laptop. Choose this option when possible.
- Use camera capture on your mobile device rather than trying to upload an image stored in your camera roll
- Use a high contrast background as you are taking a photo of your ID
- Lighting should be bright, but avoid direct glare on the ID image
- Keep the edges of the document clear. Move your fingers or debris away from the document

Having trouble? Email [oxfordsuccess@esmelearning.com](mailto:oxfordsuccess@esmelearning.com) for help.

Esme Learning Solutions Secure Identity Verification (External resource) (1.0 / 1.0 points)

Note: The verification will open in a new window. The steps will take about two minutes to complete. When you get a completion message on your device, you may close the window. If you have automatically passed, you will see that you've scored 1.0/1.0 within about 10 seconds of completing the steps and closing the window. This will appear in-frame here and also on your Progress page. If you need to try again, you'll see no score or a partial score here and on the Progress page.

[Verify Now](#)

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▼ Programme Orientation

0.1 Orientation Objectives

**0.2 Verify Your Identity - Required for Certificate Eligibility**  
ID Verification due Apr 13, 2021 19:59 EDT

*“With Daon, we didn't feel like we were just another number. We had a lot of personal attention, and the team was interested in learning about our use case and helping us succeed. Others didn't offer us the same kind of support.”*

**- Julia Henderson**  
VP of Course Operations  
Esme Learning

**To learn more about IdentityX Onboarding for education and other applications, visit [www.daon.com](http://www.daon.com)**