

Internal Revenue Service

ACCELERATED IDENTITY MARKET RESEARCH

Using our proven Identity Market Research playbook, Easy Dynamics helped the IRS rapidly accelerate its delivery of digital identity services.

Background

Virtually everyone in America interacts with the IRS at some point in time. During Fiscal Year 2023, the IRS processed around 270 million tax returns and other forms, assisted nearly 60 million taxpayers, and issued about \$660 billion in tax refunds¹. These interactions are powered by digital identity services, which enable the IRS to correctly link a taxpayer with their account, resolve issues, reduce fraud, and secure user accounts year after year. IRS accounts are also frequent targets for attacks and scams, requiring a modern and secure digital identity approach.

Faced with a dizzying array of potential identity solutions, the IRS turned to Easy Dynamics to apply a critical lens to the identity market and provide targeted market research to quickly identify solutions that would fit the agency's unique needs. Due to our extensive digital identity thought leadership and implementation experience, Easy Dynamics' SMEs needed almost no ramp-up time before conducting the study and securing actionable results.

The Challenges

Broad User Requirements.

IRS is committed to equitable outcomes for its incredibly diverse user base. Many groups have special considerations, such as no internet access or disability barriers.

Federal Mandate Compliance.

IRS is mandated to comply with federal security

requirements, such as NIST SP 800-63, *Digital Identity Guidelines*. Many products claim to comply, but fall short upon closer inspection.

Heightened Security Posture.

IRS is a tempting target for cybersecurity threats, tax refund fraud, and identity theft. To protect its systems, tax information, and personal data, a secure and private platform is a must.

Our Solution

Easy Dynamics applied our proven **Accelerated Identity Market Research** playbook to deliver quantitative and qualitative insights on leading digital identity vendor technologies – including how each of their roadmaps would contribute to the agency's strategic goals such as equity, security, and privacy. We began by working with IRS to document its needs and requirements, which we codified in a Federation Trust Framework policy and validated across stakeholder groups. Our team used these requirements to narrow down the field of potential vendors, using a combination of vendor questionnaires, demos, and qualitative workshops to understand product capabilities and identify potential risks and gaps. We then delivered a detailed analysis of alternatives, comparing compliant products side-by-side for easy evaluation of vendor capability, risk, and opportunity.

Our efforts led to the creation of IRS' modern, public-facing identity solution now used by millions of Americans.

¹ <https://www.irs.gov/statistics/soi-tax-stats-irs-data-book>

The Measurable Benefits

- **Less time spent** sorting through the noise of identity vendors that didn't meet IRS needs
- **Higher quality of products** being considered for implementation
- **Deeper understanding** of risks, capabilities, and product costs
- **Ability to leverage** modern identity opportunities like federation
- **Faster time-to-market** for deploying strong identity solutions
- **Better compliance** with federal security, privacy, and equity mandates
- **Enhanced user experience** for millions of Americans across a wide range of demographic groups

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Why choose Easy Dynamics? Because we're leading the way with next-gen technology solutions.

Easy Dynamics is an east coast company with a west coast attitude, driven by a unique blend of talent, innovation, and engineering excellence. Since 2006, we've been at the forefront of developing technology-driven initiatives within the federal government, leveraging our expertise to advance its varied missions with maximum agility and value.

Visit easydynamics.com for more information.



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- Department of Education
- Department of Homeland Security
- Department of Treasury
- Defense Information Systems Agency
- Internal Revenue Service
- Department of Agriculture
- General Services Administration

OUR CAPABILITIES

- Identity, Credential, and Access Management
- Cybersecurity
- Velum Cloud™ Delivery
- Strategy & Design
- Security Engineering
- Privacy
- Information Sharing
- Automation & Resiliency



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