

# Digital Governance Council (DGC)

## LOCATION

Canada

## INDUSTRY

Technology Governance and Standards

## PRODUCTS

- AffinitiQuest Digital Experience Orchestration Platform
- Microsoft Entra Verified ID
- Microsoft Authenticator

## USE CASE

- Implementing a verifiable credential service for member access to the Digital Governance Council (DGC) website.
- Showcasing digital trust and identity solutions to influential Canadian enterprises.
- Demonstrating early market solutions to over 200 technology executives and influencers in Canada.
- Empowering Canadians through the use of new digital technologies.



## SITUATION/INITIATIVE

With Canada's updated digital trust standards, the Digital Governance Council (DGC) needed a simple and effective method for implementing verifiable credentials. AffinitiQuest's Digital Experience Orchestration Platform together with Microsoft Entra Verified ID was the solution. Our collaboration resulted in the successful launch of a standards-based Digital Membership Card. This initiative demonstrated the capabilities of Verifiable Credentials and our industry-leading software solution to 200+ technology leaders and influencers. It reinforced our position as a leader in the realm of Digital Credentials and highlighted our dedication to privacy preserving technology adoption.

## BUSINESS CHALLENGE

DGC's goal is to provide Canadians with confidence in the responsible design, architecture, and management of digital technologies. But meeting this goal requires a solution that (A) adheres to the latest digital trust standards and (B) is non-invasive, password-less, and delivers a convenient user experience.

## BENEFITS

Members can now securely access the DGC website using their Digital Membership Card from a digital wallet. This integration marks a significant step towards richer and more impactful interactions for DGC's members. The Digital Membership Card serves as a firsthand demonstration of the potential impact and ease of use of verifiable credentials.

## GROWTH OPPORTUNITY

The successful integration of our solution in DGC's infrastructure opens the door to wider adoption of digital credentials in Canada. DGC and AffinitiQuest will continue to collaborate with respect to standards and conformity assessment programs to further drive the adoption of trusted digital technologies for Canadians.