



8x8 Launches Verif8 to Bring Simpler, Smarter Security to Every Customer Interaction

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New OTP-as-a-Service streamlines authentication across channels – without infrastructure headaches

CAMPBELL, Calif.--(BUSINESS WIRE)--Jun. 24, 2025-- [8x8, Inc.](#) (NASDAQ: EGHT), the industry's most integrated Platform provider for CX that combines Contact Center, Unified Communication, and CPaaS solutions, introduces 8x8 Verif8 – a frictionless, omnichannel One-Time Password (OTP) solution that makes authentication easy, fast, and secure for businesses of any size.

With cyberattacks surging globally – up 44% year-over-year according to Check Point's [State of Global Cyber Security 2025](#) – 8x8 Verif8 helps organizations proactively protect customers without complex infrastructure, high costs, or long development cycles. 8x8's OTP-as-a-Service offering builds trust into every touchpoint with reliable, multi-channel authentication via SMS, voice, and Viber.

Why It Matters Now

Industries such as education and healthcare are facing record-high attack rates, up 75% and 47% respectively in the past year, according to Check Point. 8x8 Verif8 gives these sectors – and others – a smarter, faster path to protection: One platform. One integration. One less thing to worry about.

"Security is no longer a back-end concern – it's a frontline experience," said Igor Mostovoy, Product Director, CPaaS at 8x8, Inc. "With 8x8 Verif8, we're giving businesses a faster, easier way to protect customers and reduce fraud – without heavy lift or added cost."

Created for Businesses Without Big Security Budgets

Organizations of all sizes can struggle with sluggish OTP delivery, poor conversion rates, and high implementation costs. 8x8 Verif8 removes those barriers with:

- **Rapid Onboarding:** Self-service onboarding, pre-approved Sender IDs, and easy API integration – so you can launch in one market or 20 without dev delays.
- **Omnichannel Delivery:** Send OTPs via SMS, voice, and Viber to stop fake signups and secure access across channels and geographies.
- **Same-Day Go-Live:** Deploy same-day with pre-built templates in 43 languages and ready-to-use Sender IDs – no waiting, no red tape.
- **Built-In Fraud Protection:** Premium routes and voice fallback ensure delivery. Real-time monitoring adds another layer of protection and control.
- **Real-Time Insights:** Track OTP performance, delivery rates, and user behavior – all in one real-time dashboard.

Security, Embedded by Design

8x8 Verif8 runs on [8x8's CPaaS](#) layer – a core part of the [8x8 Platform for CX](#). By combining communications and customer data into a single experience, the platform powers real-time, secure interactions across the customer journey. With SMS, messaging apps, voice, and video built in, 8x8's communication APIs power real-time, omnichannel customer experiences. As expectations shift and digital transformation accelerates, 8x8 Verif8 brings seamless, secure authentication into every interaction.

To learn more about 8x8 Verif8, explore the [interactive demo](#) or [sign up](#) for self-service onboarding.

About 8x8 Inc.

8x8, Inc. (NASDAQ: EGHT) connects people and organizations through seamless communication on the industry's most integrated platform for Customer Experience – combining Contact Center, Unified Communication, and CPaaS solutions. The 8x8® Platform for CX integrates AI at every level to enable personalized customer journeys, drive operational excellence and insights, and facilitate team collaboration. 8x8 helps customer experience and IT leaders become the heartbeat of their organizations, empowering them to unlock the potential of every interaction. For additional information, visit www.8x8.com, or follow 8x8 on [LinkedIn](#), [X](#), and [Facebook](#).

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