



## 8x8 Launches No-Code SMS Fraud Protection to Combat \$2.1B Global Threat

September 25, 2025

*8x8 Omni Shield helps businesses detect and block SMS fraud in real time — without developer resources*

CAMPBELL, Calif.--(BUSINESS WIRE)--Sep. 25, 2025-- [8x8, Inc.](#) (NASDAQ: EGHT), one of the industry's most integrated customer experience (CX) platform providers, has launched 8x8 Omni Shield Self-Service, a no-code SMS fraud protection tool that helps businesses to detect, monitor, and block threats like Artificially Inflated Traffic (AIT) in real time.

Built directly into [8x8 Connect](#), 8x8 Omni Shield gives business users – not just developers – the ability to manage fraud defense through an intuitive, self-managed dashboard. Teams can identify suspicious activity, suspend fraudulent traffic, and analyze live SMS trends in just a few clicks.

"From e-commerce to banking, SMS is the backbone of digital engagement – and that makes it a growing target," said Igor Mostovoy, Product Director, CPaaS at 8x8, Inc. "With 8x8 Omni Shield, our customers gain the visibility and control to stop fraud before it impacts their business or their brand. What used to take days now takes minutes – and that speed makes all the difference."

### Solving a Growing, Global Crisis

SMS-based attacks are escalating fast. In 2023 alone, SMS fraud cost businesses an estimated [\\$2.1 billion USD](#), fueled by tactics like AIT, smishing, and spoofing. And yet, most defense tools are reactive – requiring technical resources or lagging insights that arrive too late.

8x8 Omni Shield Self-Service offers a faster, more proactive approach, with features including:

- Live fraud detection and alerts, powered by behavioral traffic analysis
- One-click blocking of high-risk operators or routes
- Auto-suspend to instantly halt fraudulent traffic when alerts fire, without human intervention
- Real-time dashboards to track anomalies, conversion rates, and message health

### Built for Business Teams, Designed for Speed

Whether an employee sits in product, operations, or security, 8x8 Omni Shield makes fraud protection a team sport. There's no need to submit tickets, engage dev resources, or wait for monthly reports – everything is right in the dashboard.

### Global Reach. Local Impact.

In mobile-first regions such as Southeast Asia – where SMS powers everything from banking OTPs to logistics notifications – 8x8 Omni Shield helps organizations stop fraud before it inflates costs or erodes trust.

Already, early adopters are reporting significant reductions in AIT-related spend and increased confidence in SMS campaign performance.

8x8 Omni Shield Self-Service is available now to all 8x8 SMS customers via the 8x8 Connect platform.

To learn more or request a demo, contact [cpaas-sales@8x8.com](mailto:cpaas-sales@8x8.com).

### 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. We help 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](http://www.8x8.com), or follow 8x8 on [LinkedIn](#), [X](#), and [Facebook](#).

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