



8x8 Recognized at Asian Telecom Awards 2026 for Advancing Real-Time SMS Fraud Protection

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SINGAPORE--(BUSINESS WIRE)--Mar. 2, 2026-- [8x8, Inc.](#) (NASDAQ: EGHT), a leading global business communications platform provider, won the Cybersecurity Initiative of the Year – Singapore award at the [Asian Telecom Awards 2026](#). The award recognizes [8x8 Omni Shield](#), a real-time SMS fraud mitigation capability designed to help enterprises detect suspicious traffic patterns and reduce financial exposure.

As SMS-based fraud and artificial traffic inflation continue to rise globally, enterprises face increasing pressure to safeguard customer communications without disrupting legitimate messaging. 8x8 Omni Shield addresses this challenge by embedding fraud detection controls directly into [8x8 Connect](#), a component of the [8x8 Platform for CX](#). By enabling organizations to monitor messaging activity and identify anomalies, they are enabled to take immediate action within a unified, no-code interface.

During early-stage deployments, 8x8 Omni Shield identified more than 85% of fraudulent SMS traffic while maintaining reliable message delivery for authorized communications. This initial performance demonstrates the solution's ability to support operational teams with configurable alerts, automated suspension controls, and traffic visibility tools that help reduce response times during active threat scenarios.

"Organizations require fraud prevention solutions that are both effective and operationally practical," said [Sylvain Chaperon](#), General Manager, CPaaS at 8x8, Inc. "This recognition reflects our focus on delivering embedded protection capabilities that allow businesses to safeguard their messaging channels without significantly adding technical complexity or introducing major external dependencies."

8x8 Omni Shield is part of 8x8's broader security framework supporting the 8x8 Platform for CX. The solution integrates with identity verification workflows to strengthen authentication processes and mitigate risks such as unauthorized account access and one-time password exploitation. In addition, [8x8 Silent Mobile Authentication](#) leverages mobile network verification to validate user identity without relying solely on SMS-based authentication methods, helping reduce exposure to SIM-swap fraud.

The Asian Telecom Awards recognize telecommunications providers across the Asia-Pacific region for innovation, infrastructure development, and contributions to advancing secure digital communications. This recognition underscores 8x8's ongoing investment in building resilient communications infrastructure that enables enterprises to scale engagement while protecting customer trust.

To learn more about 8x8's award win, read Asian Telecom Awards' [announcement](#).

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 Communications, 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. As a business communications leader, the company helps customer experience and IT leaders around the world 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](#).

Forward-Looking Statements

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These statements relate to future events or future financial and operational performance and involve known and unknown risks, uncertainties, and other factors that may cause actual results to differ materially from those anticipated. 8x8 undertakes no obligation to update any forward-looking statements after the date of this press release.

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