

# From Passwords to Peace of Mind

Smarter Security Starts with SMS OTP & 2FA



## The Security Reality

**62%**

of users store passwords in notebooks, often in plain sight

**55%**

store them on phones. Risky if lost

**\$1 Trillion**

lost to scams in 2024 alone

## What's OTP & 2FA?

### OTP

One-Time Password sent to verify identity

### 2FA / MFA

Combines something you know (password) with something you have (SMS code)

**Simple. Secure. Scammer-resistant.**

## Why SMS Is a Game-Changer

### Fast & Familiar

Everyone knows how to text. No app, no confusion

### Easy to Set Up


Integrates with minimal effort


### Global Reach

Works across borders. No Wi-Fi needed

## User-Friendly by Design


 Simple & stress-free


 Instant access, codes in seconds

 Fewer lockouts = happier users

## Why Businesses Trust SMS Authentication

Stronger fraud protection 

Lower support costs from fewer reset requests 

Boosts trust and platform confidence 

For more information, contact us at [hello-cpaas@8x8.com](mailto:hello-cpaas@8x8.com) or visit [cpaas.8x8.com](https://cpaas.8x8.com)

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