

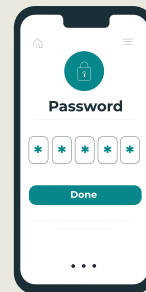
8x8

The Forces Shaping Authentication Adoption in Asian Markets



Are Passwords Still Enough for Asia?

Asia-Pacific has over half the world's internet users. As digital access grows, so does the cost of weak authentication.



80%+ of data breaches globally are linked to compromised credentials.

~US\$12B projected APAC identity and access management market by 2030.

61% → 68% MFA adoption in APAC year-over-year, the fastest growth globally.

What's Accelerating the Shift?

The move beyond passwords isn't driven by one factor. Four forces are converging across the region.

Regulators across Singapore, Malaysia, India, and the Philippines are discouraging single-factor methods.

Cross-border platforms need identity flows that adapt across markets without rebuilding.

Mobile-first populations expect biometric and device-native access, not OTP delays.

Legacy login issues generate up to 20-50% of support tickets, raising costs at scale.



How Descope Modernizes Authentication

Descope replaces fragile login models with adaptive, layered identity flows — no full infrastructure rebuild needed.



Visual Workflow Builder

Drag-and-drop orchestration for login, onboarding, and step-up flows.



Passwordless & Adaptive MFA

Passkeys, biometrics, and magic links with risk-based verification.



Built-In Fraud Detection

Blocks credential stuffing, bot sign-ups, and anomalous patterns.



Cloud-Native Architecture

Multi-region, high-availability deployment for mobile-first scale.

Why It Fits Asia's Market

Asia's digital landscape is diverse and fast-moving, and Descope is built to match.

- Integrates with existing identity providers, no rip-and-replace
- Supports flexible identity flows across multiple markets
- Aligns with evolving ASEAN and APAC compliance frameworks
- Trusted by digital-native and regulated organizations at scale

[Click Here to Learn More](#)

For more information, contact us at hello-cpaas@8x8.com or visit cpaas.8x8.com

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