IPification Launches Number Verification in Australia with Telstra as First Integrated Operator

The country's largest mobile carrier is the first integrated with IPification's platform, eliminating SMS OTPs to curb phishing, account takeover, and fraud.

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IPification, a global provider of mobile network-based identity, fraud prevention and authentication solutions, today launched network-based Number Verification in Australia, integrating Telstra's Number Verification API into its platform. Businesses can now use IPification to verify phone numbers on the Telstra network, confirming in the background that the number a user enters is the one on the device in their hand, with no SMS code to intercept, phish or pump.

The launch comes as Australians reported A$2.18 billion in scam losses in 2025, up 7.8% on the year before, and as new laws make banks, telcos and digital platforms legally accountable for stopping scams before they reach consumers.

Telstra has already built CAMARA-standard network API capabilities. IPification now extends their reach, packaging their APIs into ready-to-deploy fraud prevention services for banks, fintechs, e-commerce, social and gaming platforms, ride-hailing and delivery

apps, and other digital businesses, and allowing IPification customers globally to verify Telstra subscribers in their applications.

Why SMS OTP is under pressure

SMS codes add friction for genuine users and open doors for criminals. They can be phished in real time, redirected through SIM swaps, or triggered by bots in artificially inflated traffic (AIT) schemes. In Australia, the course is set:

- **Scams Prevention Framework**: banks, telcos and digital platforms must prevent, detect, disrupt, report and respond to scams, with most obligations applying from 31 March 2027 and penalties of up to A$50 million.
- **Visa's Security Roadmap for Australia**: financial institutions must offer customers authentication options beyond SMS OTP by October 2026.
- **Regional precedent**: Singapore, Malaysia and the UAE have already moved their banking sectors away from SMS OTP.

> ***"Australia is putting real pressure on businesses with its world-first scam prevention laws, creating a strong and timely case for network-based authentication. On the operator side, the capabilities are already there. But it's now about making those capabilities easy to integrate and use for enterprises at scale, across different operators and markets. That's what IPification does."***
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> **— Stefan Kostic, IPification CEO.**

> ***"The network has a much bigger role to play in digital trust. Usually, adding more security means adding more friction for customers. Number Verification gives us the opportunity to do the opposite, strengthening security***

> ***while making the customer experience simpler and more seamless. Working with IPification is a great example of our Network as a Product strategy in action, opening up trusted network capabilities through APIs so they can be turned into practical solutions for businesses and their customers."***
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> **— Simon Osmond, Telstra Executive for Network as a Product & Developer Platforms.**

One integration, from Australia to 40+ markets

IPification's CAMARA-compliant platform gives enterprises a single integration point for carrier-grade Number Verification, with no need to manage individual operator APIs. For businesses operating across Asia-Pacific and beyond, use cases include:

- Blocking fake and duplicate account registrations
- Preventing account takeover at login and account recovery
- Confirming high-value transactions and changes to account details
- Cutting SMS costs and shutting out SMS pumping and bot traffic
- Supporting scam-prevention obligations under the Scams Prevention Framework

IPification's platform currently enables network-based Number Verification for enterprises across more than 40 markets.

About IPification

IPification built the backbone for mobile authentication. By leveraging carrier network signals, we deliver seamless, secure, multi-channel solutions for mobile phone verification, user authentication, fraud prevention, and intelligence.

With a reach spanning over 4.9 billion people across 40+ markets, from China to the USA, IPification is trusted by banks, fintechs, top social media platforms, ecommerce, streaming, and mobile apps to onboard and protect users with frictionless authentication in under 2 seconds.

Our award-winning, proprietary technology is deployed across 150+ mobile network operators worldwide.

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About Telstra

Telstra is Australia's leading telecommunications company, offering a full range of products and services across a customer base that includes consumer, small businesses, large enterprise and government organisations. We build and operate Australia's largest mobile network, connect millions of Australians every day, and continue to invest in the connectivity Australia relies on. Our purpose is to build a connected future so everyone can thrive.

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