Okta Businesses at Work - Top Trends from 2022

Identity isn't a
box to be checked…
it's the **foundation** of

Identity

security

agility

innovation

okta

Use Identity to **unlock the full power** of your technology stack

Eliminate Identity fragmentation for
cost and resource savings

Adopt Identity-powered security
to reduce risk…because basic MFA is no longer enough

Accelerate Identity automation
to free your teams for innovation

okta

The source for all information and data cited in this presentation are from Businesses at Work 2023 unless noted otherwise.

5 Key Insights

Businesses are (still) doubling down on modernization

What's 🔥

Top priorities: securing hybrid workforce + the latest in best of breed

Blurring work-life boundaries

Giving back

Businesses are (still) doubling down on modernization

identiverse

#identiverse

211

Large organizations, those with 2,000 or more employees, rely on an average of 211 apps apiece, a 109% increase from 2016 when we started tracking app use

identiverse

#identiverse

4 out of 5 CEOs
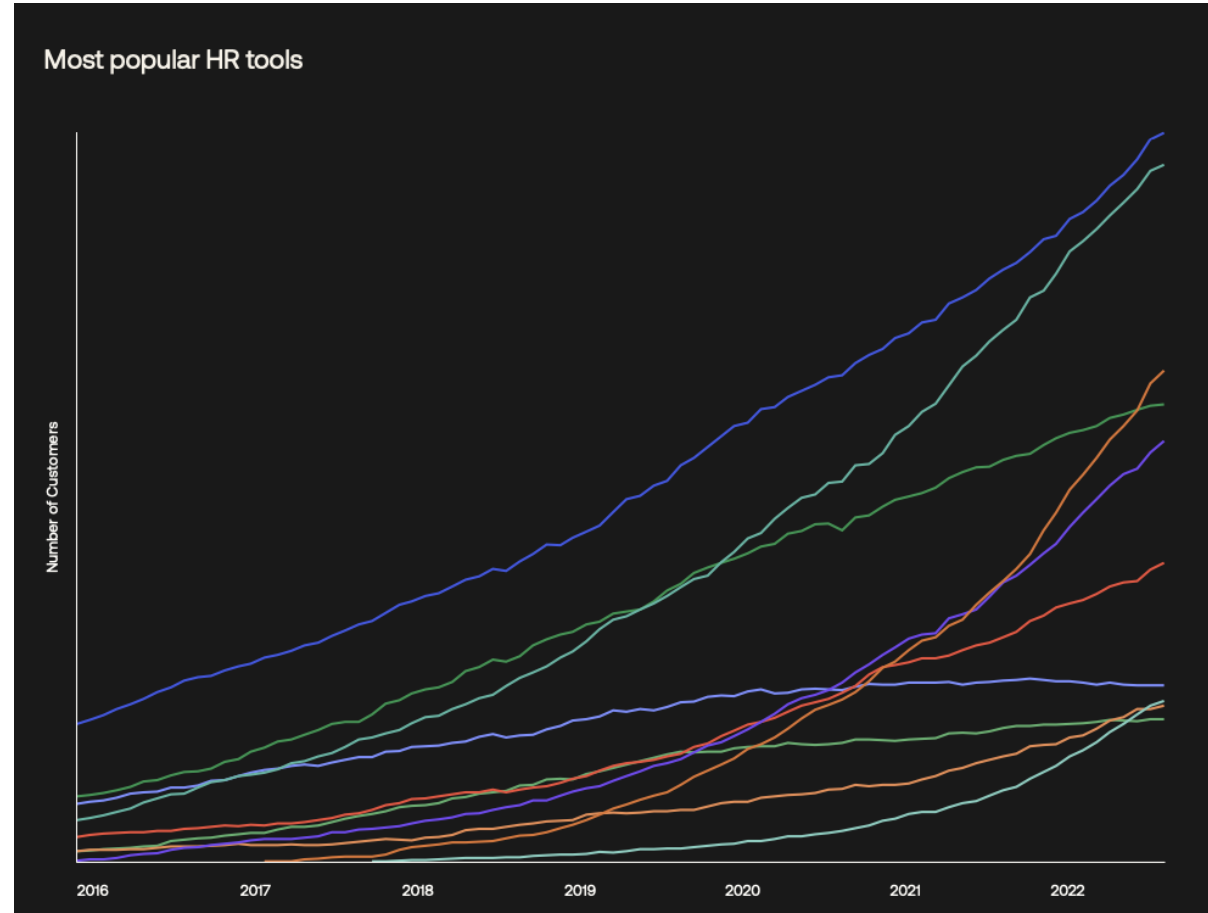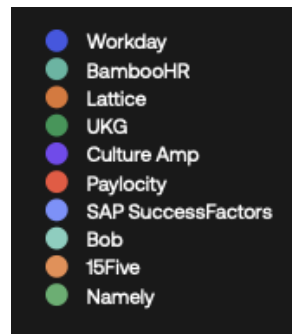
are **increasing** digital technology investments to counter current economic pressures, including inflation, scarce talent and supply constraints.
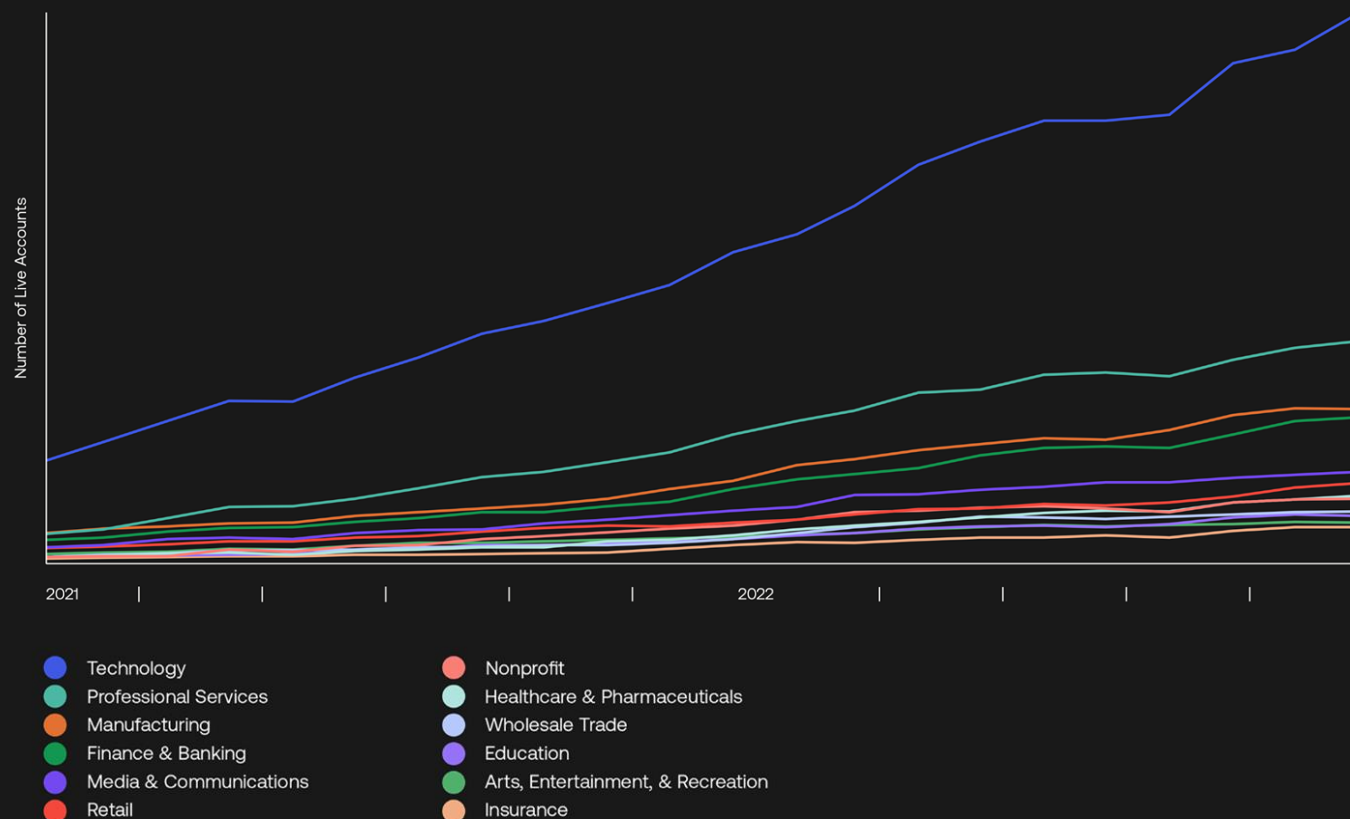
Gartner CIO Agenda 2023

Gartner

CIO Agenda 2023

4 Actions to Ensure Your Tech Investments Pay Digital Dividends

identiverse

#identiverse

Ensuring employees have access to the tools they need

Most popular HR tools

Number of Customers

- Workday
- BambooHR
- Lattice
- UKG
- Culture Amp
- Paylocity
- SAP SuccessFactors
- Bob
- 15Five
- Namely

2016 2017 2018 2019 2020 2021 2022

identiverse

#identiverse

Industries adopt Workflows for efficiency

Okta Workflows adoption by industry

TAKEAWAY 2

What was 🔥 in 2022

2022's most popular app categories
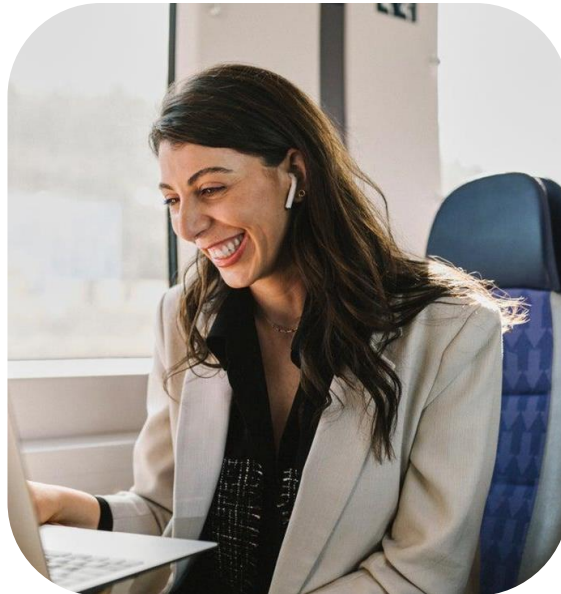

Growth of app categories
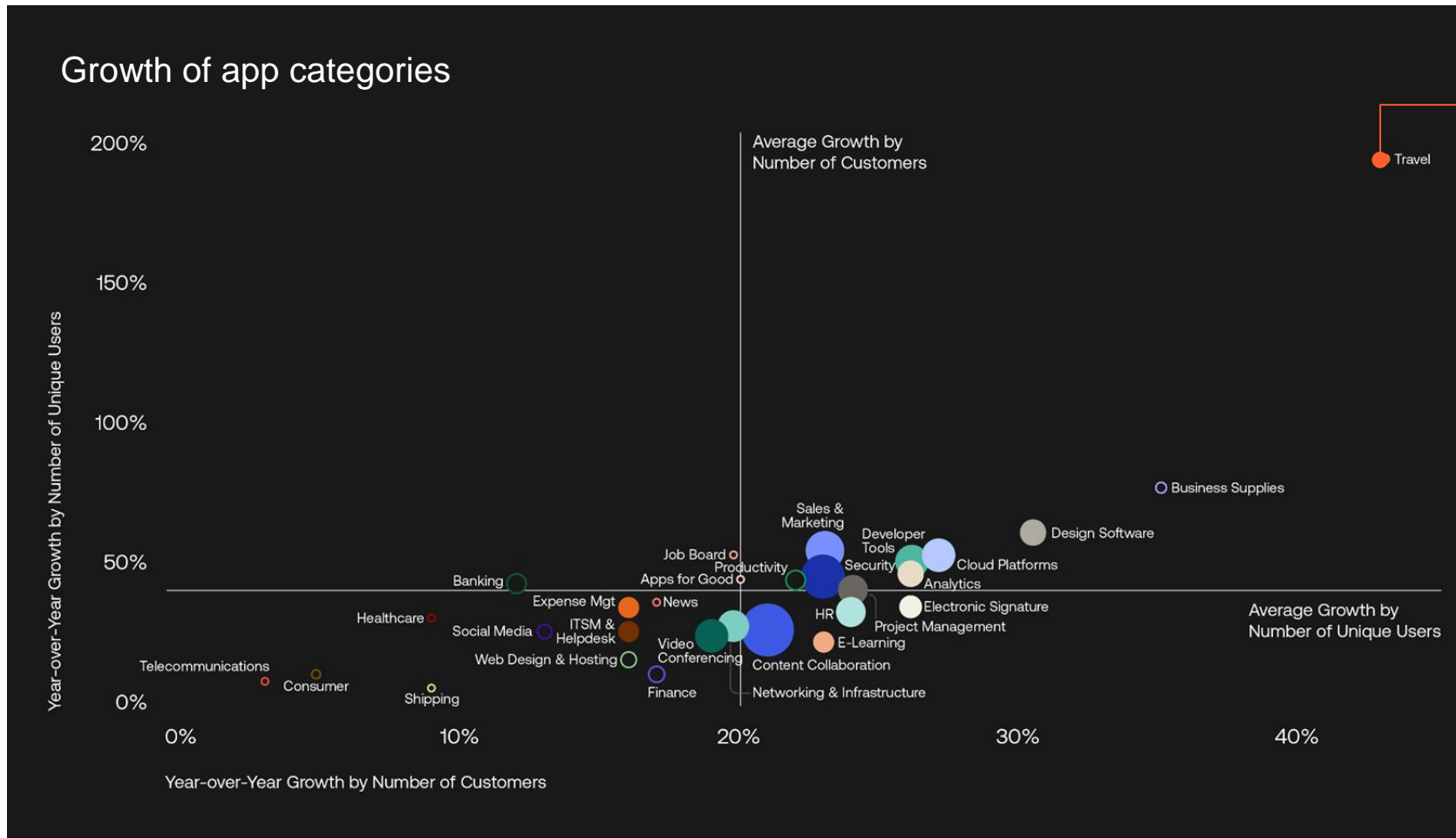
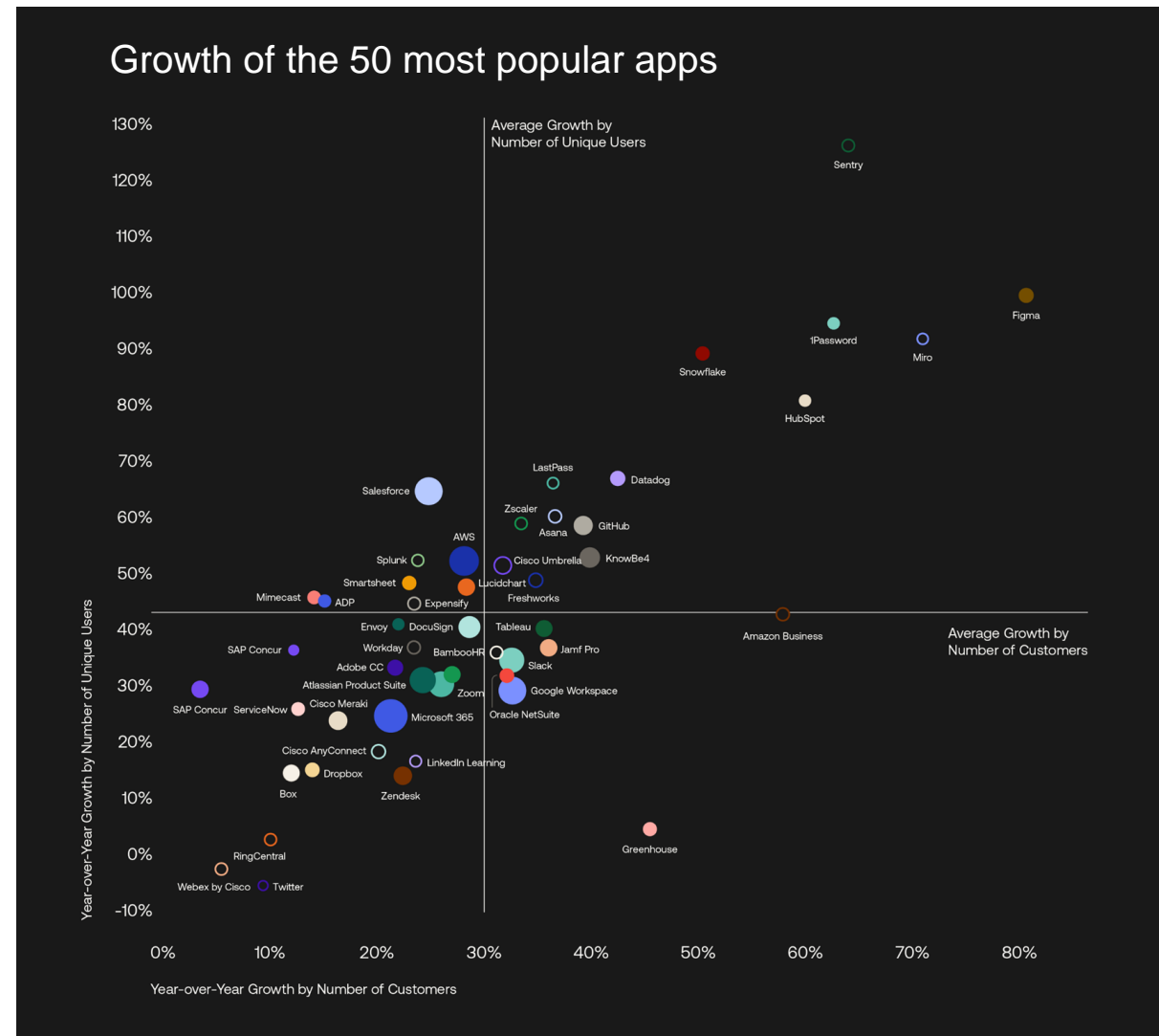Oh hey there, Travel!

197%

Travel was the #1 fastest-growing app category across enterprises in the last year, with 43% year-over-year growth by customers and 197% growth by unique users

100%

Navan (formerly TripActions) is the travel sector's fastest-growing app with 100% YoY growth by number of customers**.**
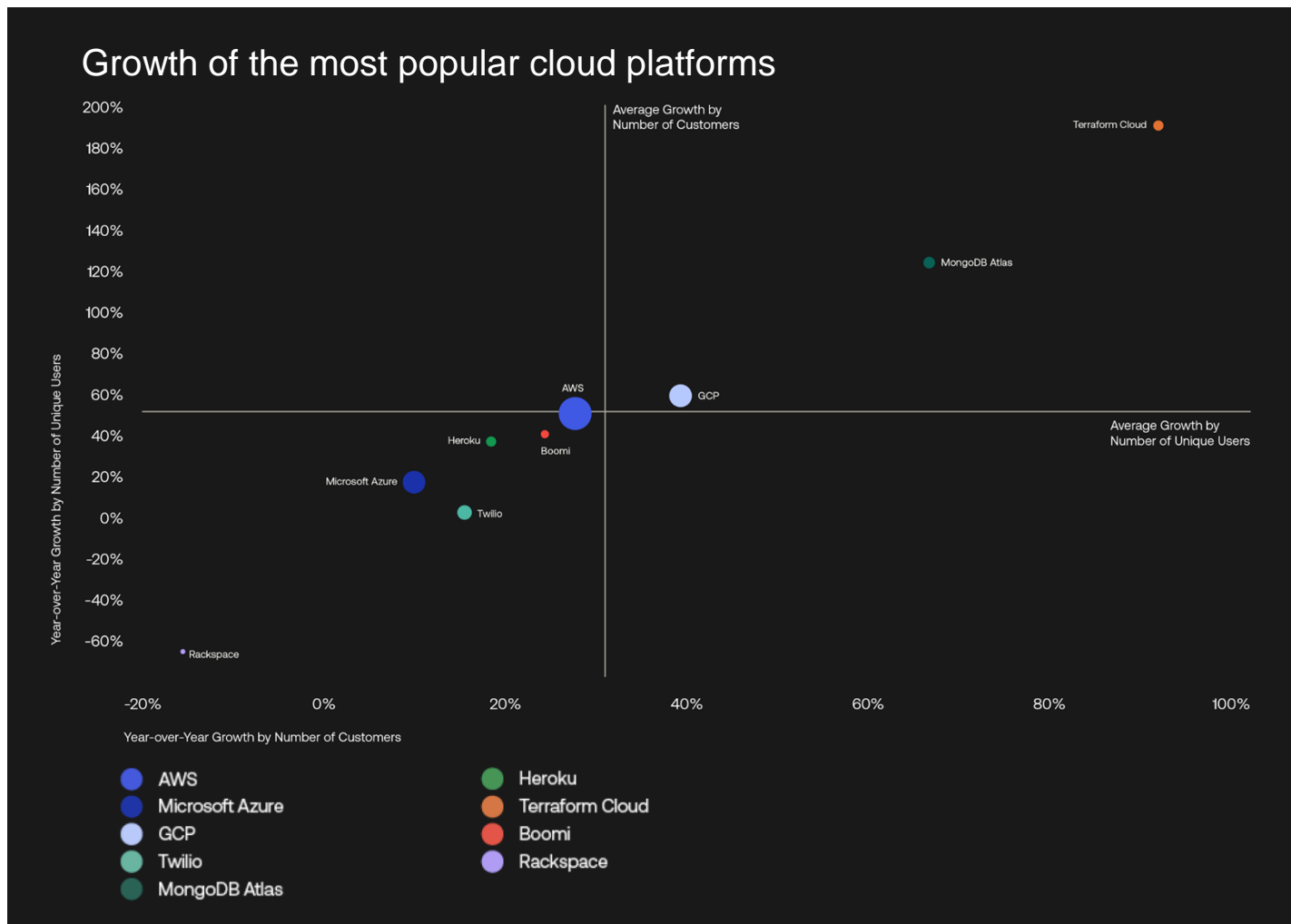
The 50 most popular apps of 2022

Growth of the 50 most popular apps

Top Priorities for 2023:
Hybrid, Best of Breed + Security

The rise of cloud platforms

The growing need for best of breed

Souring on the suite life

Okta's Microsoft 365 customers with best-of-breed apps

Percentage of Okta's Microsoft 365 Customers with App

● 2018   ● 2019   ● 2020   ● 2021   ● 2022
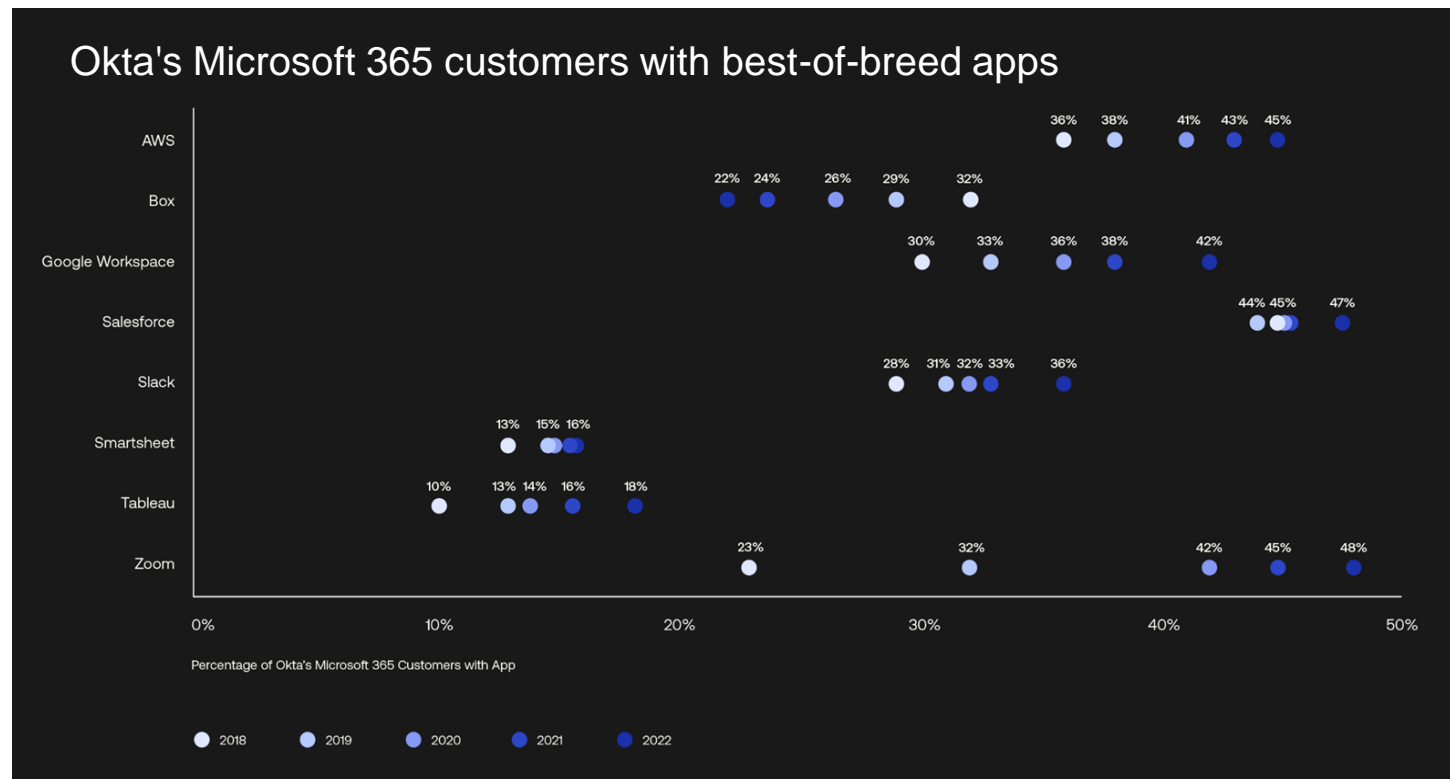
Note: Salesforce data for 2018, 2020, and 2021 are the same at the time of the report. Smartsheet data for 2019 and 2020 are the same at the time of this report, as zre 2021 and 2022.

identiverse   #identiverse

Prioritizing risk reduction during the dev process

Growth of the most popular developer tools
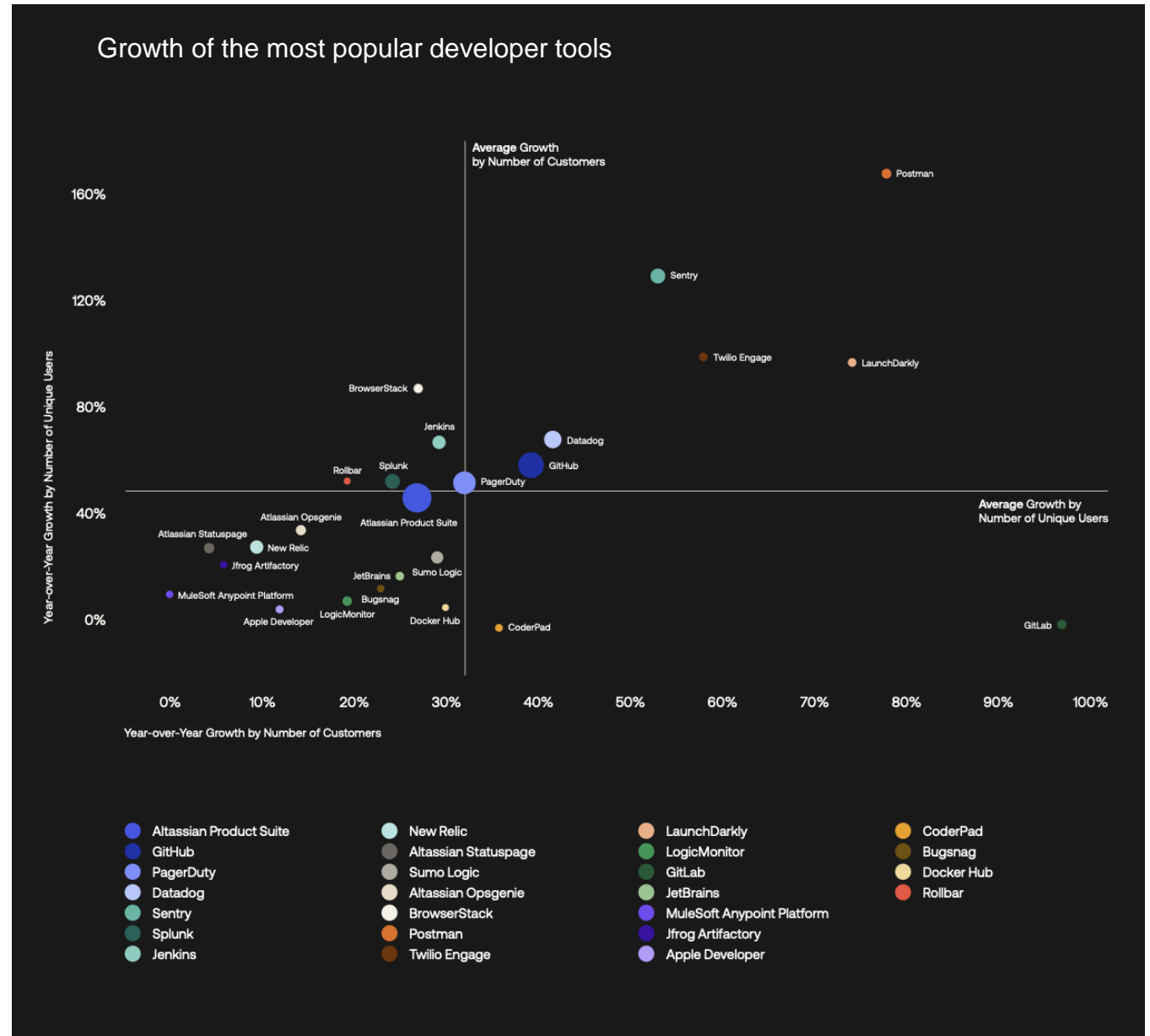
Security categories battle it out

Most popular security categories

Number of Customers

2016   2017   2018   2019   2020   2021   2022

- VPN/Firewall
- Endpoint Management and Security
- Training
- Infrastructure Monitoring
- Email Security
- Secure Web Gateway
- Security Analytics
- Data Loss Prevention
- Privileged Access Management
- Server Access
- Proxy
- Compliance
- Cloud Access Security Broker
- Identity Governance and Administration
- Network Monitoring
- Security Certification

identiverse

#identiverse

Not all MFA is created equal

Growth of factor groupings

Average Growth by Number of Customers — Security Key or Biometric

Year-over-Year Growth by Number of Unique Users

- 200%
- 160%
- 120% — Okta Verify (Includes Push & FastPass)
- Email
- Average Growth by Number of Unique Users
- 80% — Other OTP Authenticator
- SMS/Call
- Security Question
- 40%
- 0%

0%   10%   20%   30%   40%   50%   60%

Year-over-Year Growth by Number of Customers

Legend:
- Okta Verify (Includes Push & FastPass)
- Other OTP Authenticator
- SMS/Call
- Security Key or Biometric
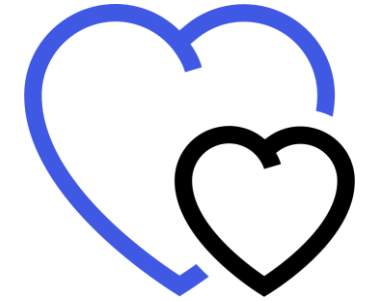- Email
- Security Question

TAKEAWAY 4

Blurred work-life boundaries

~78%

of organizations currently offer mental health resources or plan to add them in the next year
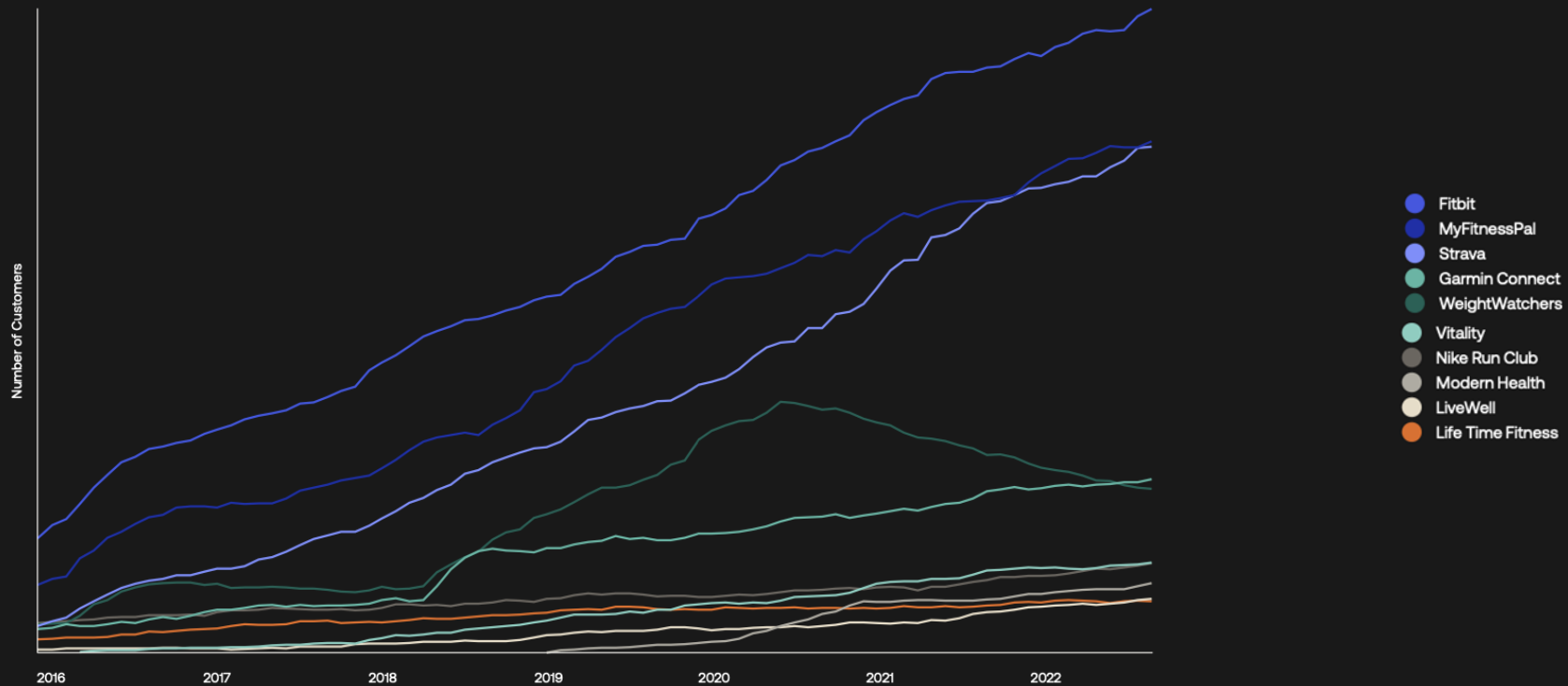
SHRM "Mental Health in America: A 2022 Workplace Report

~ $1 trillion

An estimated 12 billion working days are lost every year to depression and anxiety at a cost of ~$1 trillion per year in lost productivity

World Health Organization: Mental health at work, 28 September 2022

identiverse°

#identiverse

Health and wellness show improved vigor

Most popular health and wellness apps

Number of Customers

2016　2017　2018　2019　2020　2021　2022

Legend:
- Fitbit
- MyFitnessPal
- Strava
- Garmin Connect
- WeightWatchers
- Vitality
- Nike Run Club
- Modern Health
- LiveWell
- Life Time Fitness

identiverse

#identiverse

Employees and businesses are embracing opportunities for charity

~$485B

Individuals, bequests, foundations, and corporations gave an estimated $485 billion to US charities in 2021, representing approximately 4% YoY growth over 2020 contributions.

Giving USA's "Annual Report on Philanthropy"

identiverse

#identiverse

A platform to drive change

1.6 Million

Okta Apps for Good showed a 26% increase from 1.2 million last year to 1.6 million active users

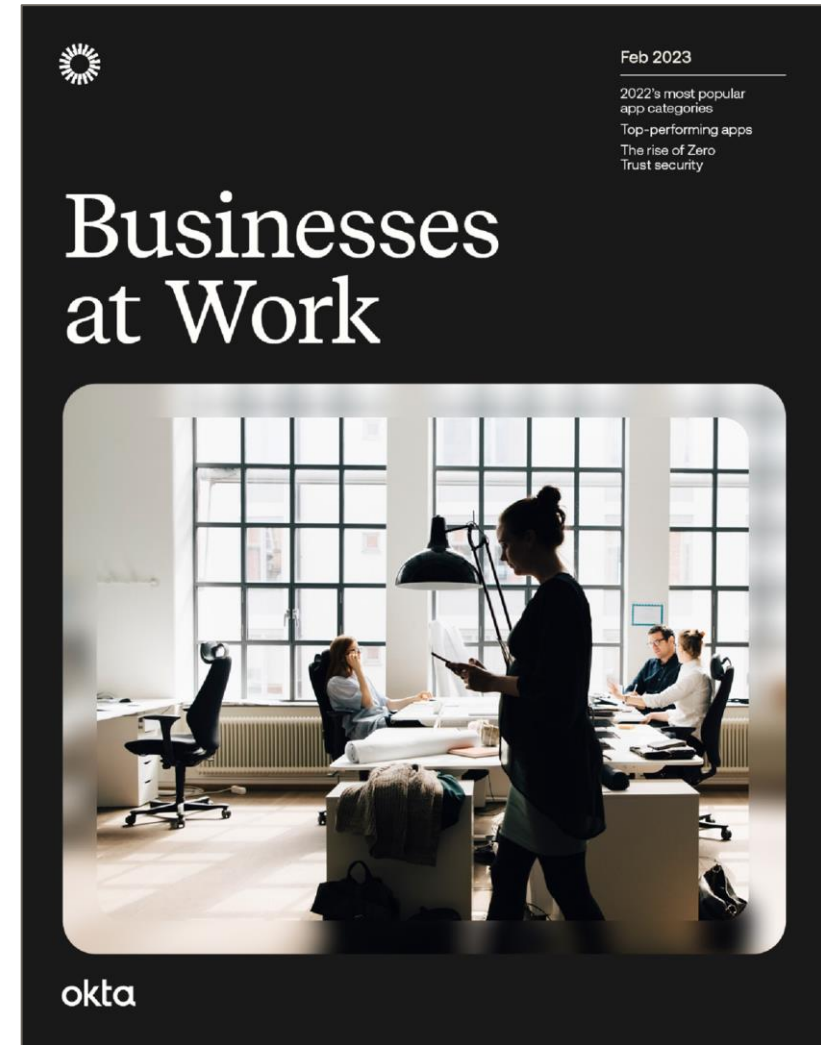Most popular charitable giving apps by number of users assigned

1.	benevity
2.	YourCause® from Blackbaud
3.	CareerVillage
4.	Bright Funds
5.	VolunteerMatch
6.	Visit.ORG
7.	kindlink
8.	Vote.gov
9.	OVIO
10.	kiva

identiverse

...dentiverse

Technology investment isn't slowing down

1. Modernization

2. Productivity

3. Security

Check out the full report

www.okta.com/businesses-at-work

Businesses at Work

Feb 2023

2022's most popular app categories

Top-performing apps

The rise of Zero Trust security

okta

THANK YOU!

identiverse

#identiverse

Title only slide

Click to add title over photo

identiverse

Text on left
content on right

Text on left
photo on right

Title of next section of this presentation

Thank you!