Okta Businesses at Work 2023

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Today's agenda

Businesses at Work with Kelsey Nelson

Senior Director of Product Marketing, Workforce Identity Cloud, Okta

Fireside Chat with Chris Price

Sr. Director, Business Technology
Navan

navan

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Vision

Free everyone to safely use any technology

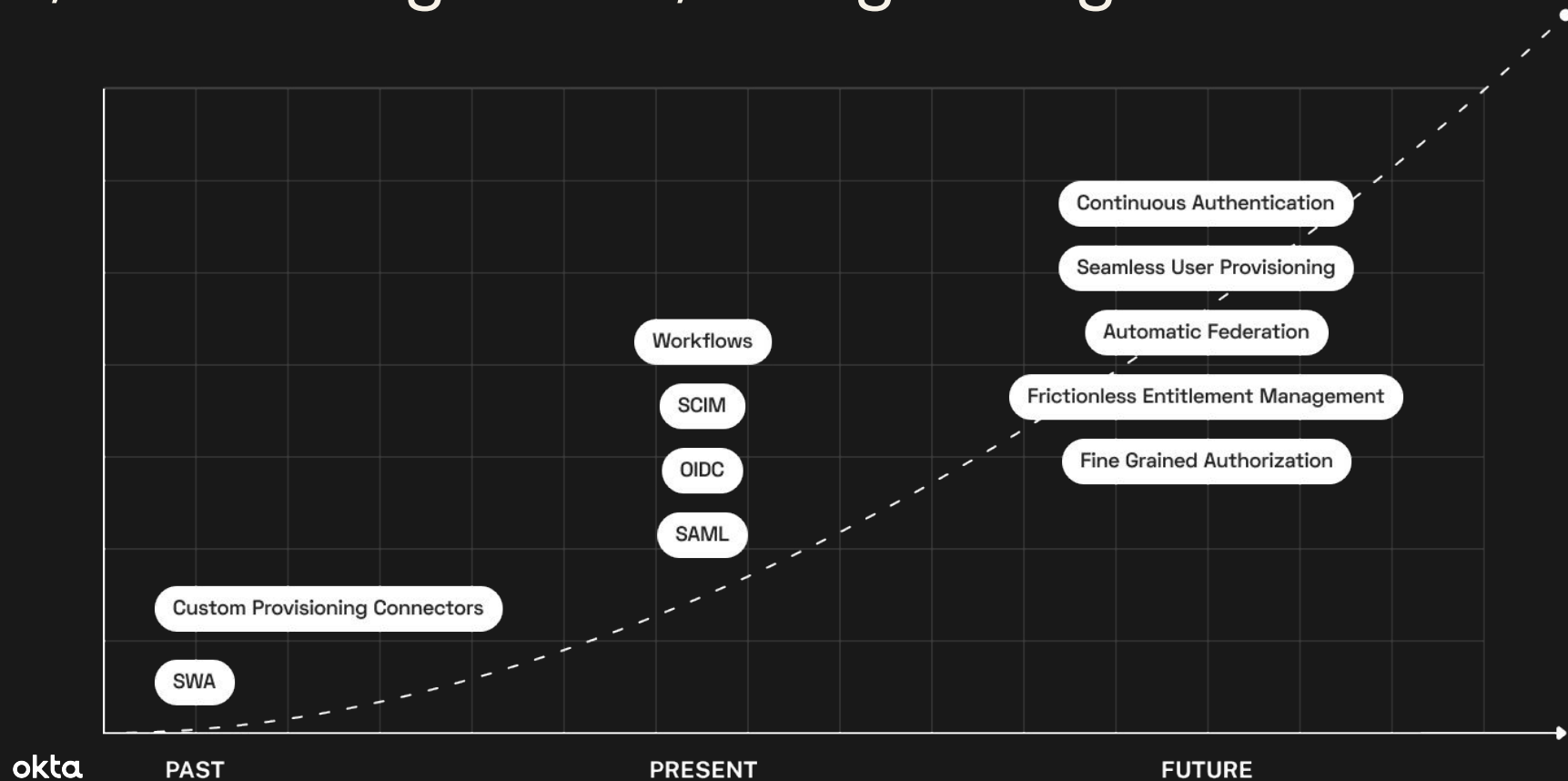okta

Workforce
Identity Cloud

Customer
Identity Cloud

Okta Identity Platform

with shared workflows, risk signals, the Okta Integration Network, and beyond
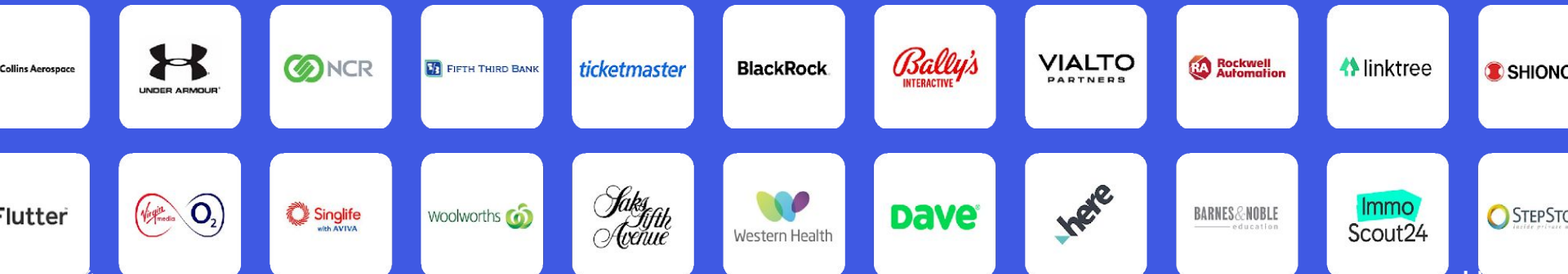
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7,000+ integrations, and growing

PAST

- SWA
- Custom Provisioning Connectors

PRESENT

- SAML
- OIDC
- SCIM
- Workflows

FUTURE

- Fine Grained Authorization
- Frictionless Entitlement Management
- Automatic Federation
- Seamless User Provisioning
- Continuous Authentication

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17,000+ brands solve with Identity by okta

9th Edition of Okta Businesses @ Work

Annual report on the apps and technology workforces use to stay productive, innovative, and secure.

Staying strategic in uncertain times

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5 Key Insights

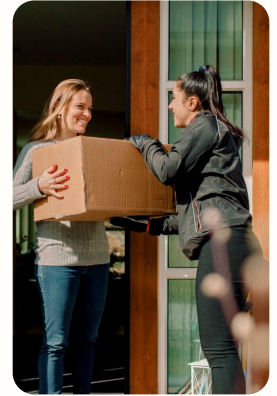Businesses are (still) doubling down on modernization

What's 🔥

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

Blurring work–life boundaries

Giving back

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Businesses are (still) doubling down on modernization

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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
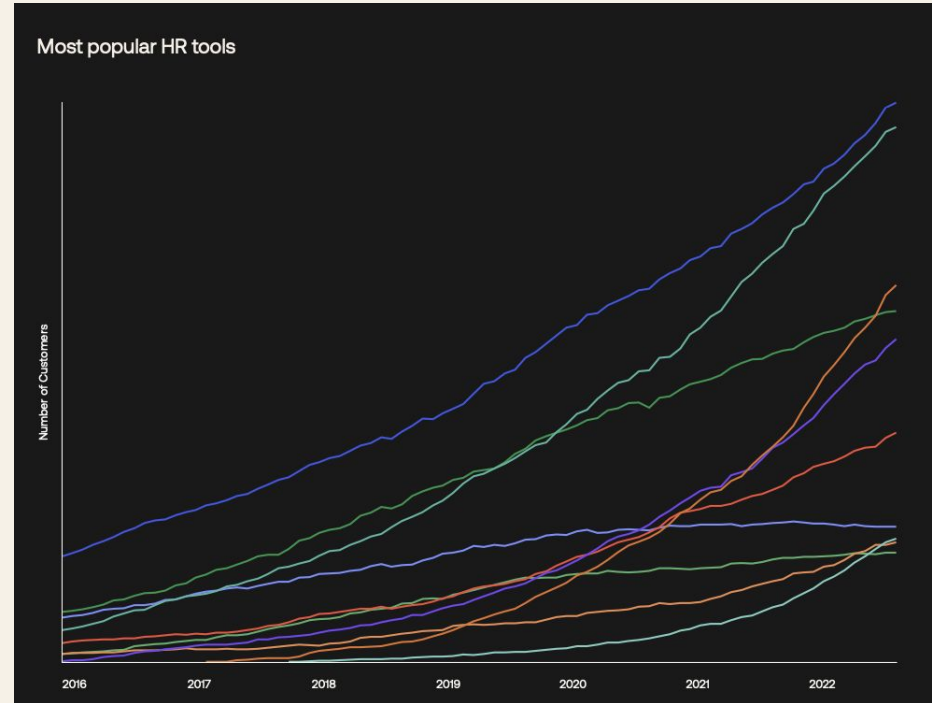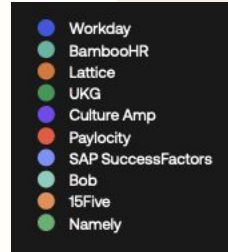
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4 out of 5 CEOs

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

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Ensuring employees have access to the tools they need

Most popular HR tools

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

Y-axis: Number of Customers
X-axis: 2016, 2017, 2018, 2019, 2020, 2021, 2022

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Industries adopt Workflows for efficiency

Okta Workflows adoption by industry

Number of Live Accounts

2021   2022

- Technology
- Professional Services
- Manufacturing
- Finance & Banking
- Media & Communications
- Retail
- Nonprofit
- Healthcare & Pharmaceuticals
- Wholesale Trade
- Education
- Arts, Entertainment, & Recreation
- Insurance
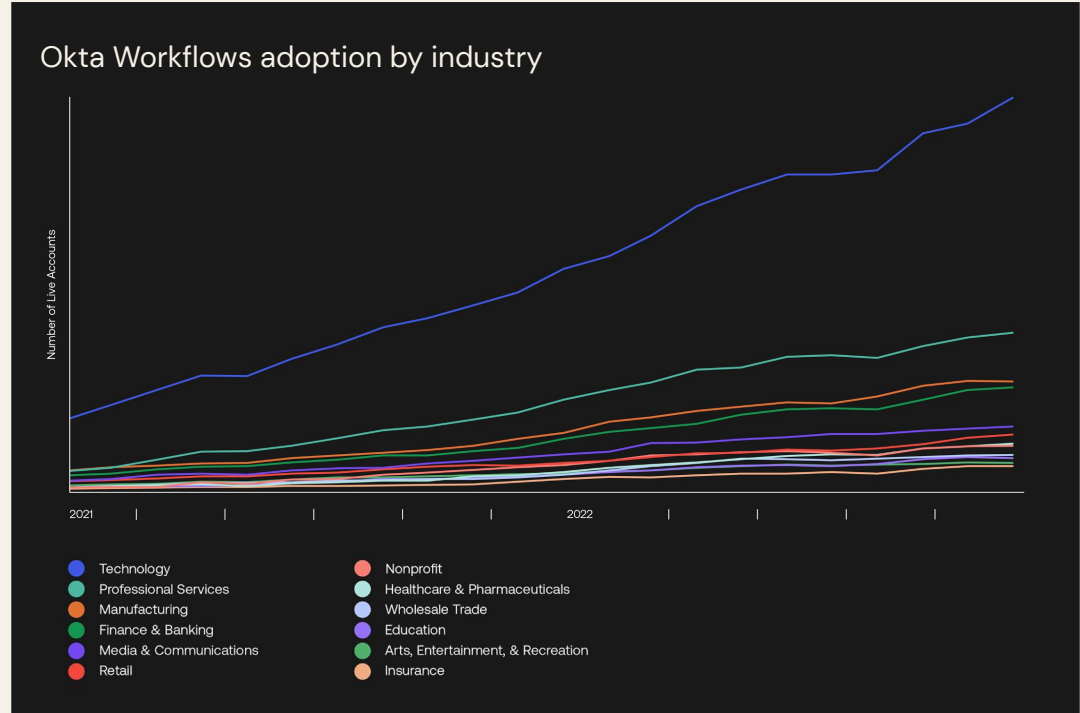
Note: We define live accounts as customers that deploy workflows and are actively using them.

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Takeaway 2

What was 🔥 in 2022

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2022's most popular app categories

Growth of app categories

Oh hey there, Travel!

- Travel
- Business Supplies
- Design Software
- Cloud Platforms
- Developer Tools
- Sales & Marketing
- Security
- Analytics
- Productivity
- Job Board
- Apps for Good
- Banking
- Electronic Signature
- HR
- Project Management
- Expense Mgt
- News
- Healthcare
- ITSM & Helpdesk
- Social Media
- E-Learning
- Video Conferencing
- Web Design & Hosting
- Content Collaboration
- Telecommunications
- Consumer
- Finance
- Networking & Infrastructure
- Shipping

Average Growth by Number of Customers

Average Growth by Number of Unique Users

Year-over-Year Growth by Number of Unique Users

Year-over-Year Growth by Number of Customers

200%
150%
100%
50%
0%

0%   10%   20%   30%   40%

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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
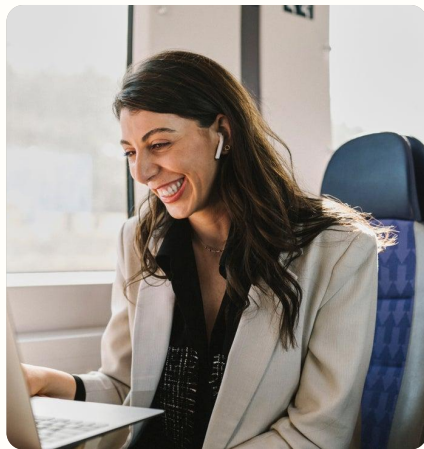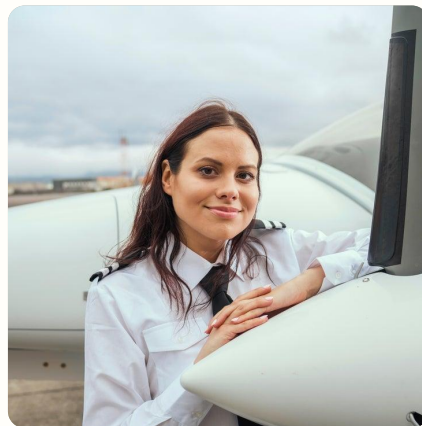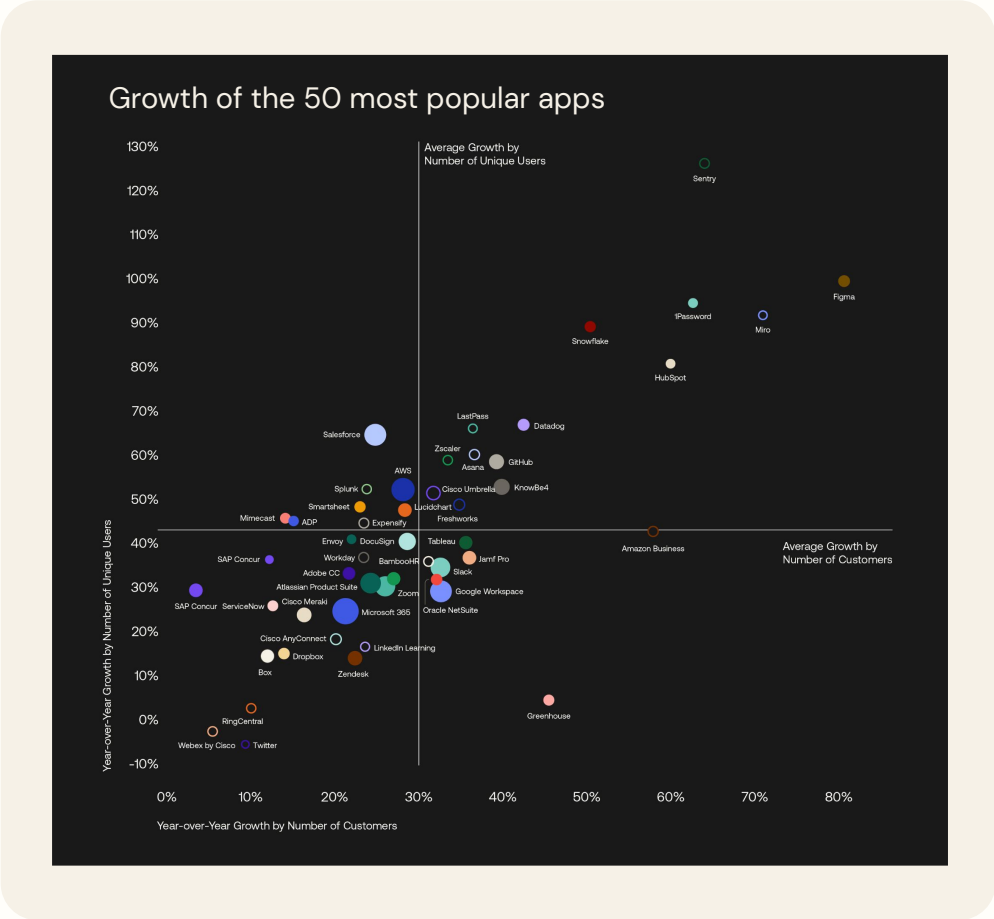

100%

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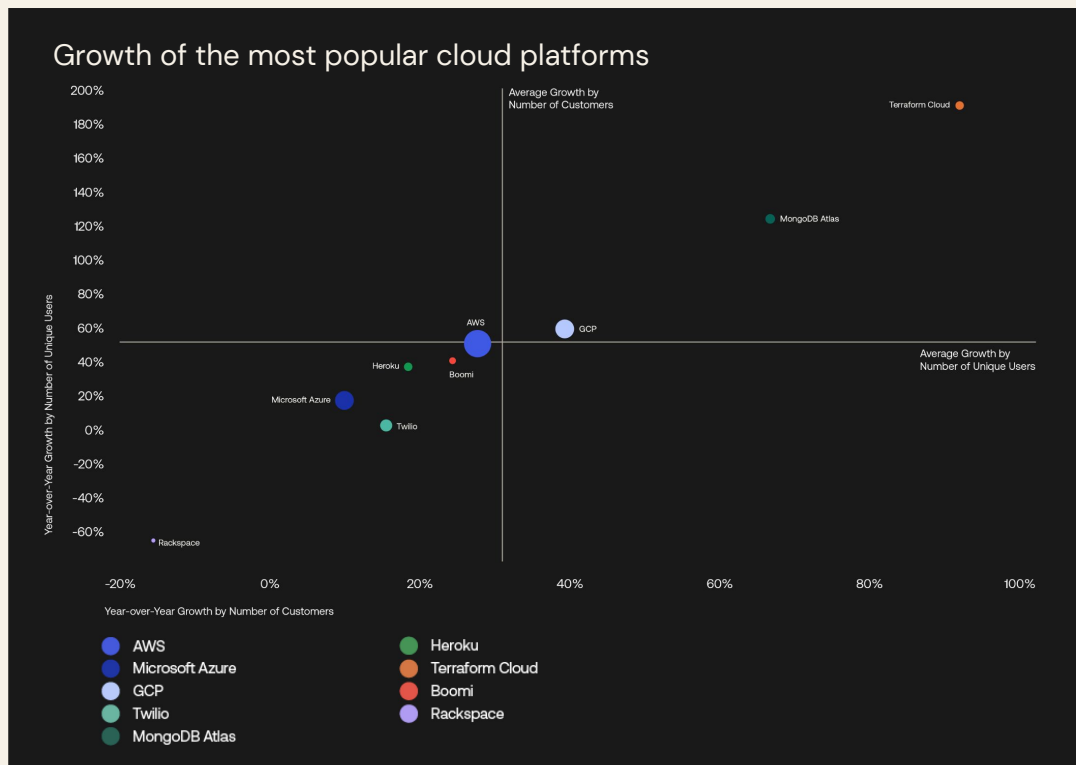
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The 50 most popular apps of 2022

Growth of the 50 most popular apps

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Takeaway 3

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

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The rise of cloud platforms

Growth of the most popular cloud platforms

The growing need for best of breed

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

Percentage of Okta's Microsoft 365 Customers with App

AWS: 36%, 38%, 41%, 43%, 45%
Box: 22%, 24%, 26%, 29%, 32%
Google Workspace: 30%, 33%, 36%, 38%, 42%
Salesforce: 44%, 45%, 47%
Slack: 28%, 31%, 32%, 33%, 36%
Smartsheet: 13%, 15%, 16%
Tableau: 10%, 13%, 14%, 16%, 18%
Zoom: 23%, 32%, 42%, 45%, 48%

Legend: 2018, 2019, 2020, 2021, 2022
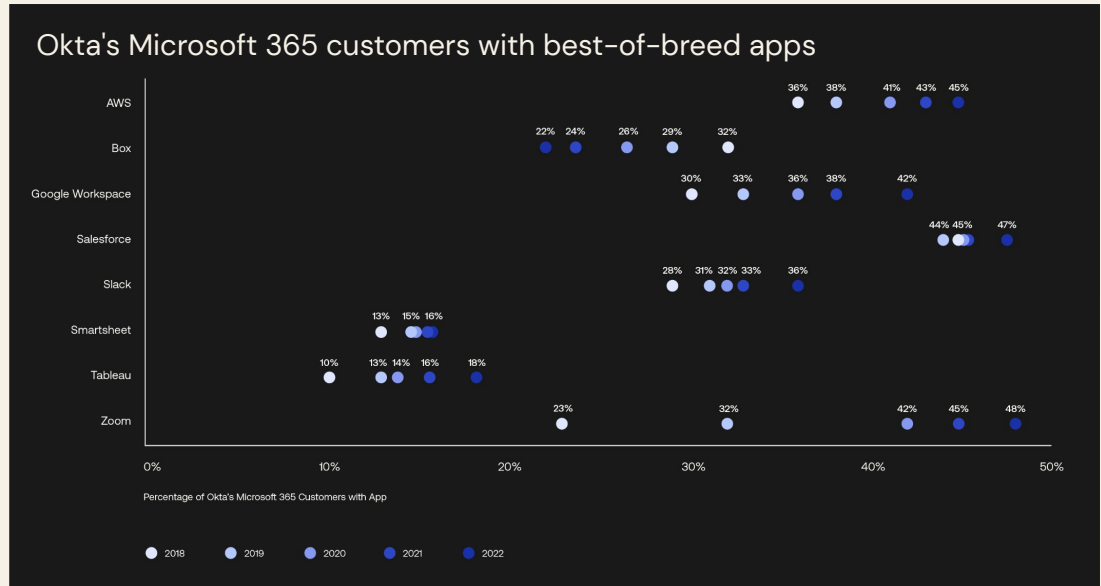
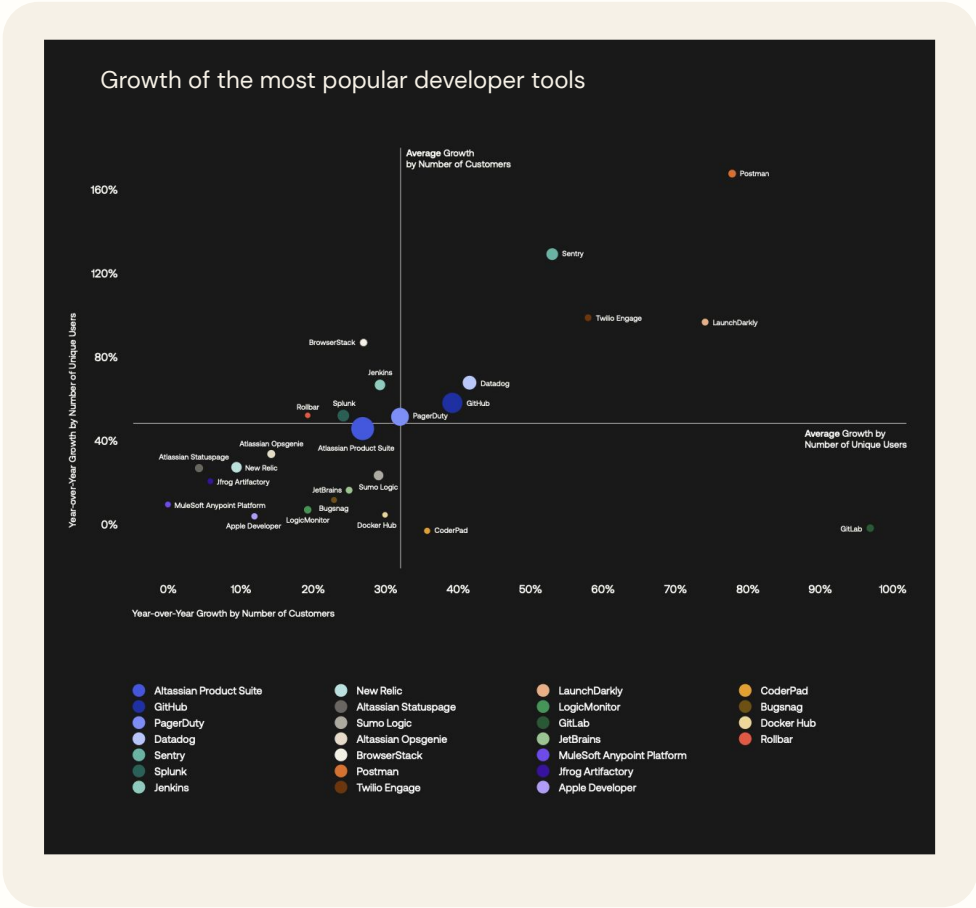*Note: Salesforce data for 2018, 2020, and 2021 are the same at the time of the report. Smartsheet data for 2019 and 2020 are the same at the time of this report, as zre 2021 and 2022.*
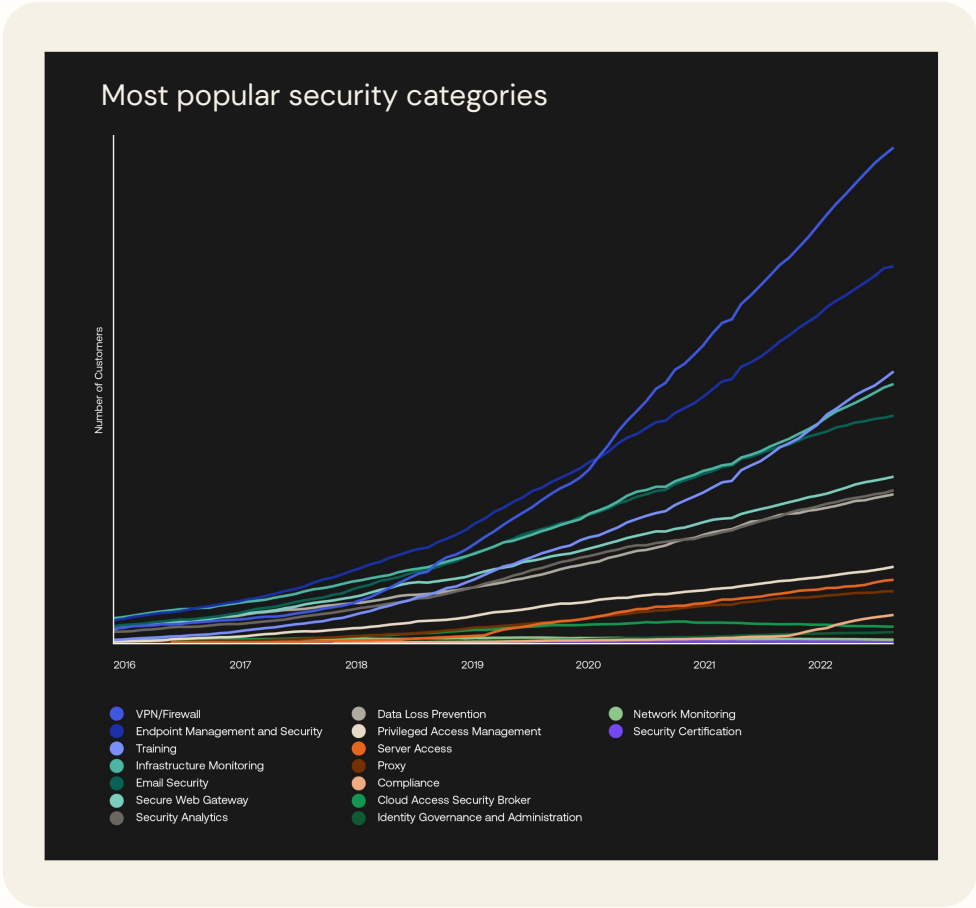
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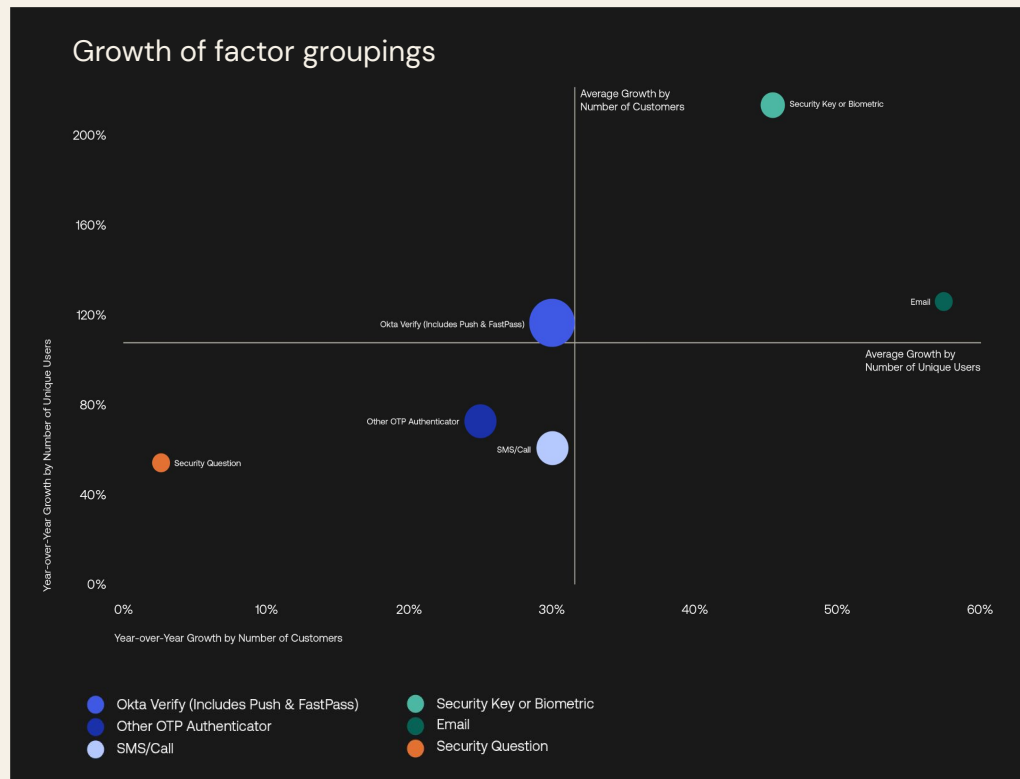# Prioritizing risk reduction during the dev process

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

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Not all MFA is created equal

Growth of factor groupings

Average Growth by Number of Customers

Security Key or Biometric

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

Year-over-Year Growth by Number of Unique Users

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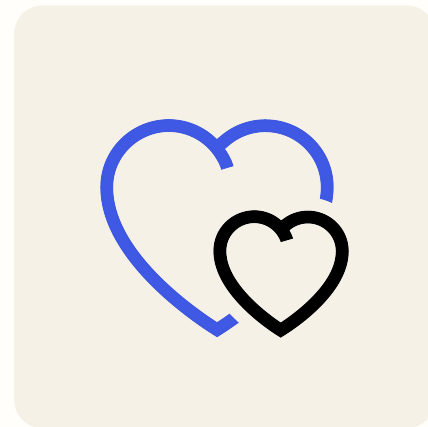- Security Question

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Takeaway 4

Blurred work–life boundaries

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~78%

of organizations currently offer mental health resources or plan to add them in the next year

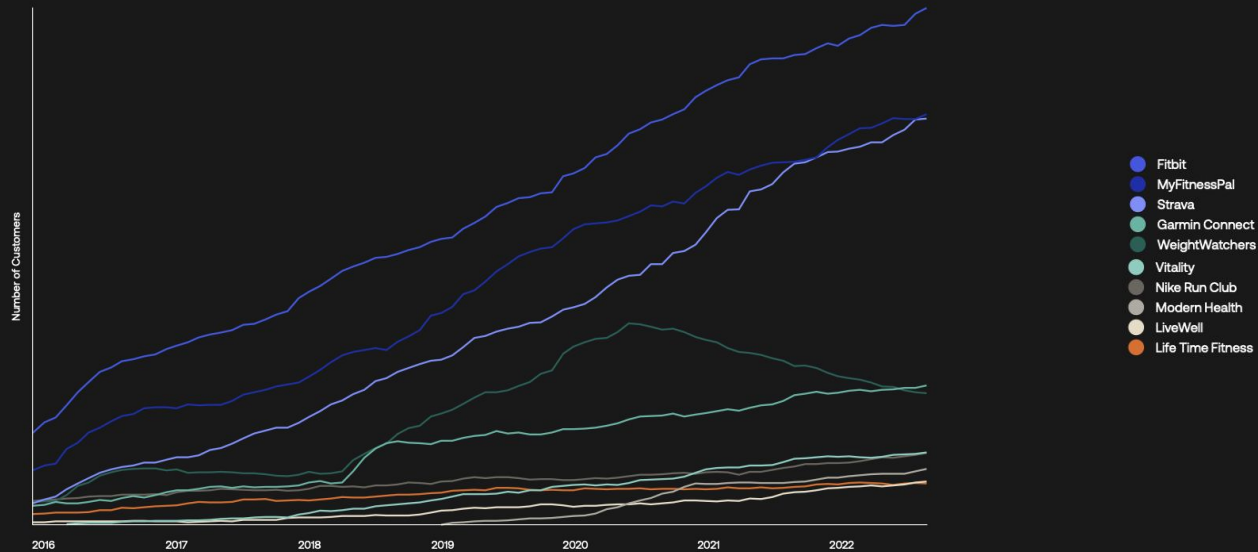*SHRM "Mental Health in America: A 2022 Workplace Report*

~$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

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Health and wellness show improved vigor

Most popular health and wellness apps

Number of Customers

2016   2017   2018   2019   2020   2021   2022

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

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Takeaway 5

Employees and businesses are embracing opportunities for charity

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~$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"

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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

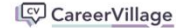**Most popular charitable giving apps by number of users assigned**

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

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Check out
the full report

www.okta.com/businesses-at-work

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Thank you!

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Q&A

Building a world where identity belongs to you.