

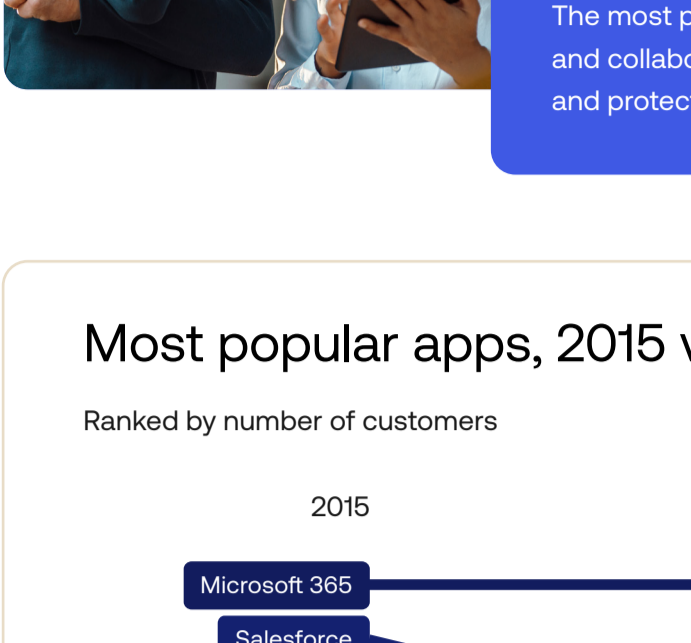
Businesses at Work 2025: What's changed, and what's next?

10 years. 10 stats. What do they tell us about the future of work?

A global pandemic. The advent of AI. The ongoing rise of cyber threats. The past decade has been a wild ride—but what does it mean for the future of work? Okta's Businesses at Work 2025 report uses anonymous user data to reveal where we are, how we got here, and what's coming next.

App usage

1

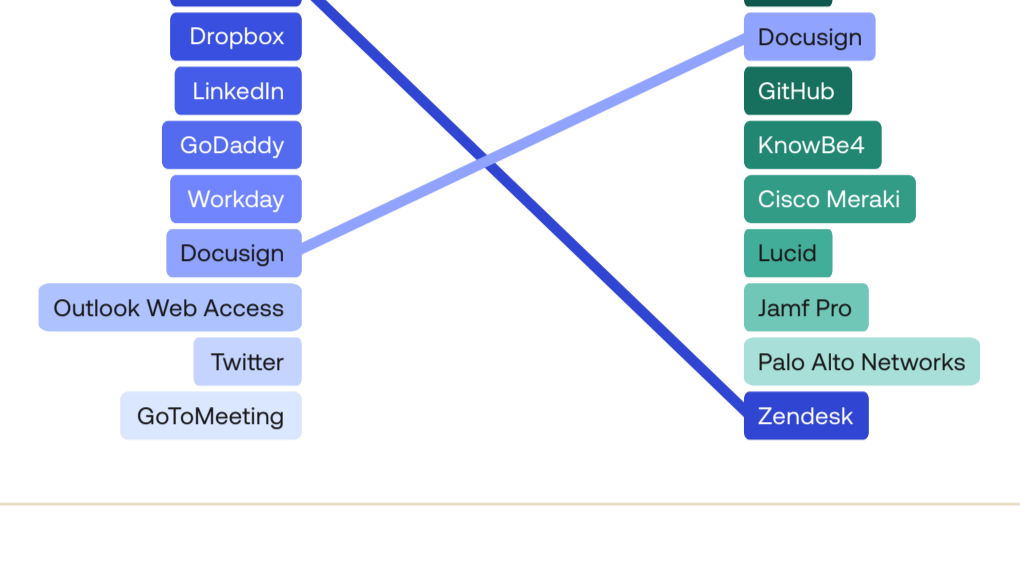


60% of apps are now security and collaboration apps

Collaboration and security take the lead. The most popular apps are built for security and collaboration - powering how we work and protect data.

Most popular apps, 2015 versus 2024

Ranked by number of customers



2

74 apps per organisation

The average number of apps per customer in EMEA is 74, up from 69 in 2023. The global average for 2024 is 101 apps, tipping into three figures for the first time.



3

48% use both Microsoft and Google

Nearly half of Okta's Microsoft 365 customers double-bundle with Google Workspace, up from 33% five years ago.

Which country uses the most apps?

Figures show average number of apps and year-over-year change



Security threats

4



10x increase in cyberattacks

Detected threats are up across the board, with the most-attacked industry - the energy sector - seeing a staggering tenfold increase.

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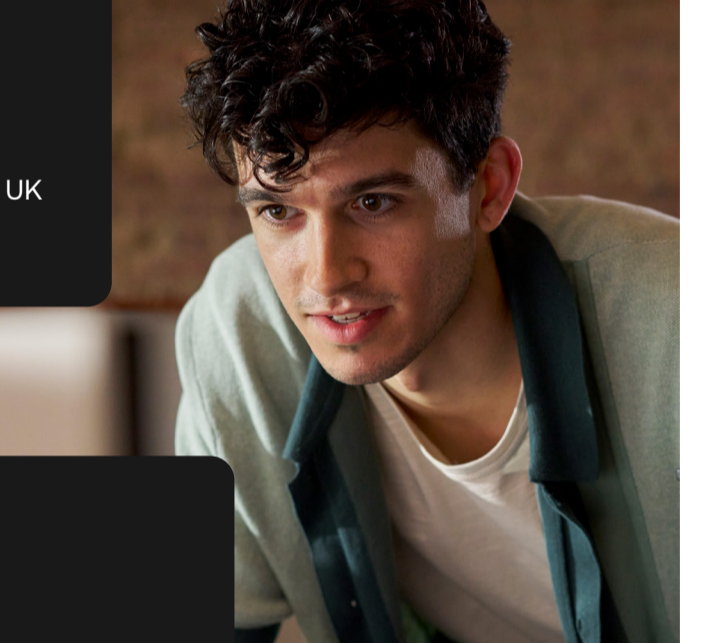
1 in 20 authentications is a potential threat

in Germany, Netherlands, Ireland, and the UK.

6

1 in 5 passwordless authentications

in Germany, Israel, Ireland, and the UK are now backed by biometrics.



7

30% rise in MFA and biometrics

Security key or biometrics usage is up 30% year-on-year by number of customers among Fortune 500 companies.

The fastest growing security apps

Canada	Data compliance	▲ 63%
United States	Data compliance	▲ 46%
Japan	VPN/firewall	▲ 32%
France	Infrastructure monitoring	▲ 24%
Israel	Secure web gateway	▲ 20%
United Kingdom	Training	▲ 15%
Germany	Password manager	▲ 11%
Australia	Training	▲ 5%

Okta's growth

8



34% growth in the use of Okta Workflows

Businesses worldwide are gaining efficiencies via automation with Okta Workflows - France leads the charge, driving a 34% YoY increase in adoption.

9

16% increase in biometrics and security keys

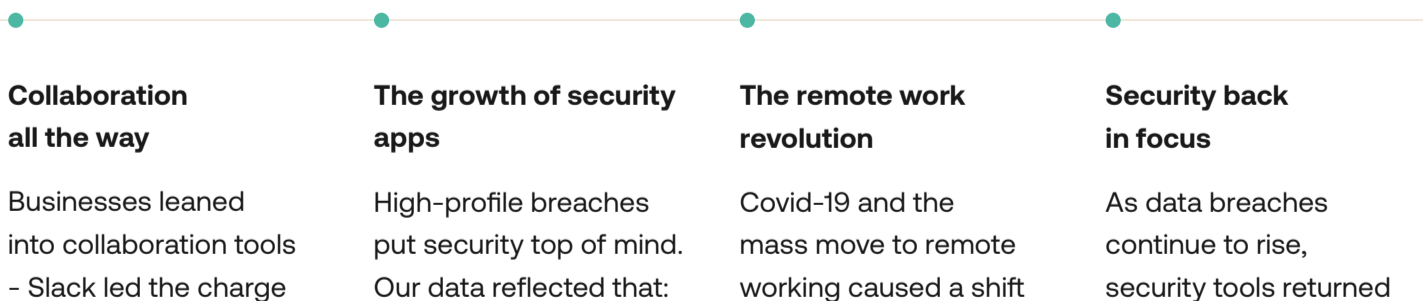
Security keys and biometrics are in, SMS is out. SMS saw a 14% drop in usage for authentication, signalling a shift to more secure methods.

10

162% increase in Okta FastPass unique users

Adoption of phishing-resistant factors is booming - Okta FastPass usage is up 162%, with France leading in authentications per account.

Key moments from the last 10 years



2015 **Collaboration all the way**
Businesses leaned into collaboration tools - Slack led the charge as the fastest-growing app in 2015.

2016-2017 **The growth of security apps**
High-profile breaches put security top of mind. Our data reflected that: security tool usage grew significantly.

2020 **The remote work revolution**
Covid-19 and the mass move to remote working caused a shift to collaboration apps, like Miro and Figma.

2023-2024 **Security back in focus**
As data breaches continue to rise, security tools returned to the top of the priority list.

What this means for your organisation



Strengthen your security

With cyber threats on the rise, now's the time to go passwordless - biometrics and security keys offer a smarter defence.

Automate to innovate

Cut the busywork. Tools like Okta Workflows free up your teams for higher-value tasks.

Make identity your security backbone

Identity-first security is the future - organisations are putting it at the core of their strategy.

Where does this data come from?

The Okta Business at Work 2025 report analysed anonymised data from Okta's global customers and the Okta Integration Network. We've sliced and diced this dataset by region, industry, and company size to bring you deep insights into the software being deployed today.

Download the Businesses at Work 2025 report