Businesses at Work

powered by **okta**

2021

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Executive summary

In 2020, as the pandemic took hold, the world was flooded with change. To stay afloat, we turned to technology. Workers scrambled to get their home offices equipped, businesses rushed to support remote workforces, and brands had to create new online experiences for their customers in a matter of weeks.

Our seventh Businesses at Work report looks at how organisations and people worked in a year of near-constant change, based on data from over 9,400 Okta customers and 6,500 integrations with cloud, mobile and web apps, and IT infrastructure providers.

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> The apps and tools we deployed this year helped us carry on through massive disruption, cementing technology's role as a foundational element of success across every industry.
>
> Todd McKinnon
> CEO and Co-Founder, Okta
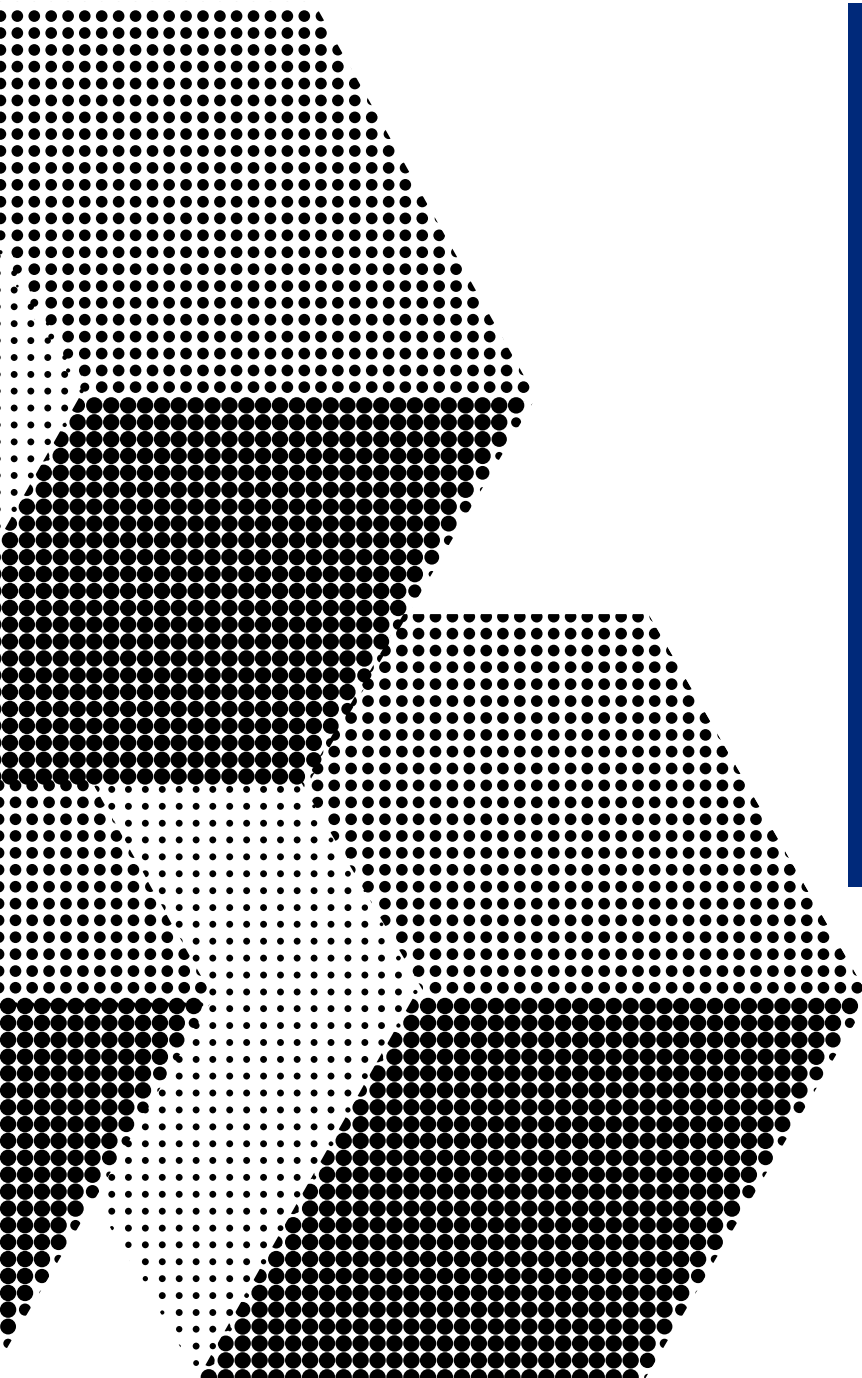
The most popular apps of 2020

Microsoft 365 continues to hold the top spot globally by number of customers, but Amazon Web Services jumped into second place, driven by strong growth of over 25% in EMEA and APAC. Collaboration tools like Zoom and DocuSign surged in North America, while the developers' favourite, Atlassian Product Suite, found its sweet spot in EMEA, rising to third place.

Remote working apps grow fastest

The rush to enable remote work saw a host of newcomers in our top ten fastest growing apps, with those supporting collaboration and home offices proving hot tickets. In EMEA, Zoom was the fastest growing app, while Amazon Business, which offers workers a familiar platform to buy work-from-home essentials, claimed the global top spot with 341% growth. Collaboration tools like Miro, Figma and monday.com followed closely behind and employee engagement app Lattice also entered the top ten – the first HR app to do so since 2016.

Most popular apps in EMEA by customer numbers

		Increase vs. global	Decrease vs. global
1	Microsoft 365		
2	Amazon Web Services		
3	Atlassian Product Suite	•	
4	Google Workspace		
5	Salesforce		•
6	Slack	•	
7	Zoom		•
8	Zendesk	•	

		Increase vs. global	Decrease vs. global
9	GitHub	•	
10	DocuSign		•
11	Cisco Meraki		•
12	Box		•
13	Twitter	•	
14	Jamf Pro	•	
15	Lucidchart		

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90% of the fastest growing apps are new to the top ten.
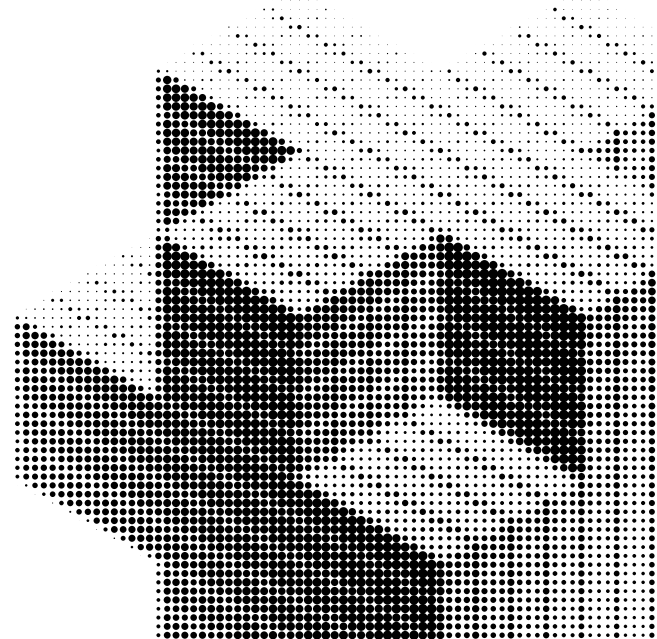
Best of breed apps nip at incumbents' heels

As employees settle into remote work, businesses are prioritising the tools that keep them the most connected and productive. Okta's Microsoft 365 customers continue to invest in top functionality apps to supplement those offered by the platform, with 42% deploying Zoom, 32% using Slack and 36% double-bundling with Google Workspace. Almost 10% deploy six or more best of breed solutions.

Of Okta's Microsoft 365 customers…

42%   also deploy Zoom

32%   also deploy Slack

36%   also deploy Google Workspace

Security is getting smarter

The year saw a spike in cyber threats, exposing the vulnerability of home workers' devices and networks. Customers stepped up their security in response, increasingly turning to adaptive forms of authentication like Okta Verify to secure their workforces. Weaker measures are on the decline, with the percentage using SMS as a security factor dropping from 53% to 49%, and those using security questions dropping from 18% to 15%.

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> # 220% increase in phishing attacks in 2020.

Source: 2020 Phishing and Fraud Report, F5

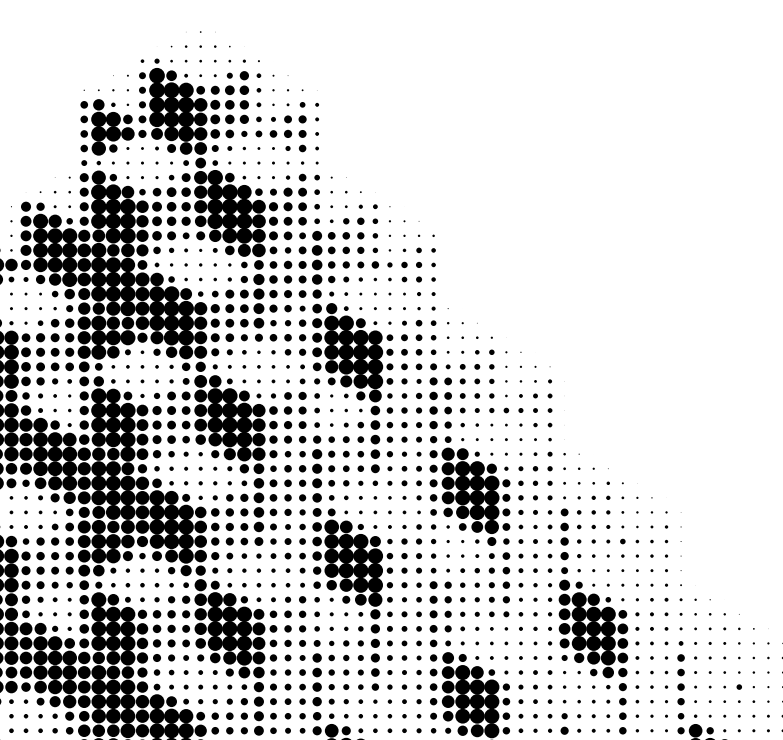## Digital experiences shape developers' toolboxes

Whether connecting with loved ones, tracking workouts or ordering groceries, almost every interaction between consumers and brands is now happening online. As a result, brands are focused on building friendly, frictionless digital experiences – and developers are expanding their toolkits to deliver them. No. 1 on their shopping list is Atlassian Product Suite, with GitHub and PagerDuty in second and third place respectively.

Businesses embrace Apps for Good

Despite the challenges of the year, Okta customers are increasingly willing to lend a helping hand. Nearly one million have now signed up to Apps for Good, allowing them to securely deploy 'giving apps' to their workforces, so employees can donate their time, money and expertise in a simple and frictionless way.

Read the full report at:
https://www.okta.com/businesses-at-work/2021/

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