

The Okta Digital Trust Index

Exploring the human edge of trust in manufacturing

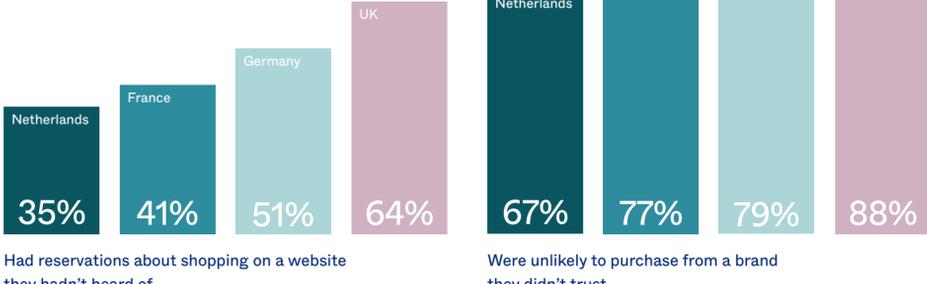
Trust became an increasingly consequential matter for manufacturers in 2020, as the pandemic disrupted demand and supply. Some saw huge spikes in orders that they struggled to fulfil as supply chains were disrupted, fuelling customer disappointment. Others experienced a dramatic drop in sales, forcing them to offboard workers. As many employees switched to working from home, businesses had to quickly set up remote access while ensuring sensitive data and systems remained secure.



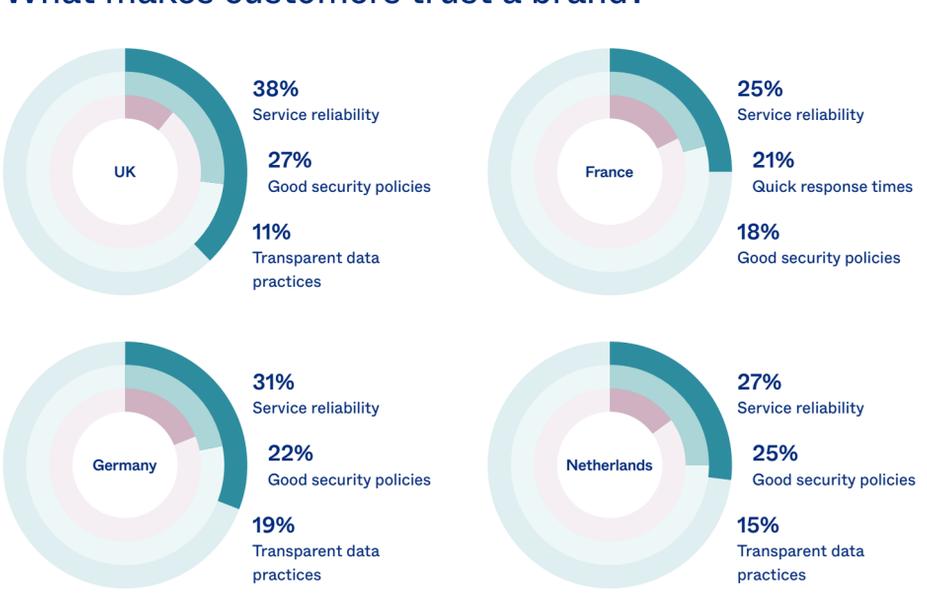
How customers and employees perceive trust

We spoke to thousands of office workers across the UK, France, Germany and the Netherlands to find out what makes people trust digital brands, what breaks that trust, and how manufacturing employees working from home have changed their online behaviour in a year when remote working became the norm. [See the full report here.](#)

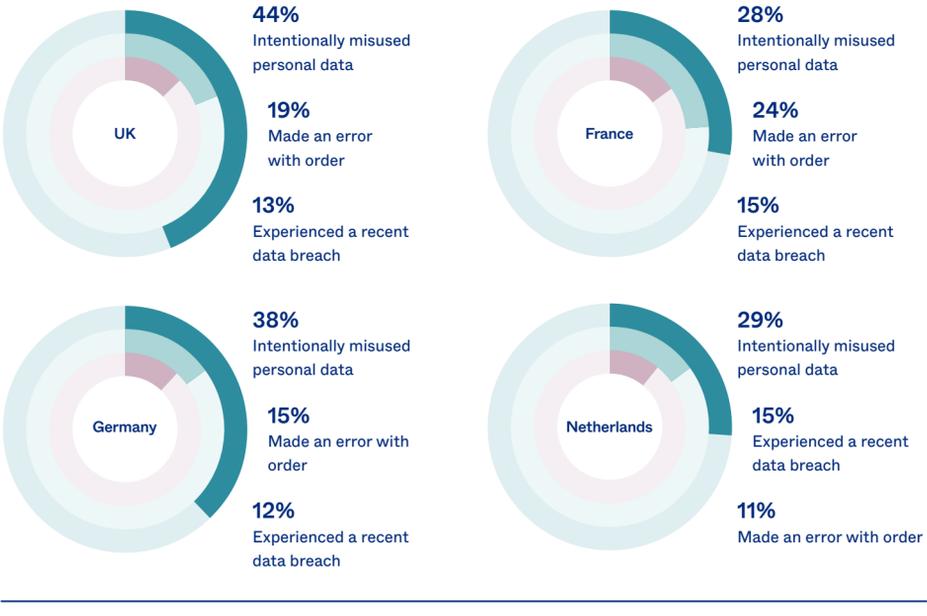
Trust is crucial to succeed in today's landscape



What makes customers trust a brand?



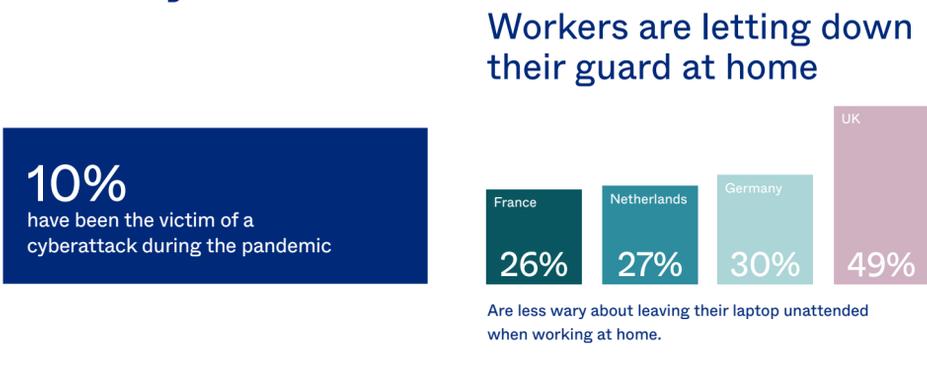
What breaks our trust in brands?



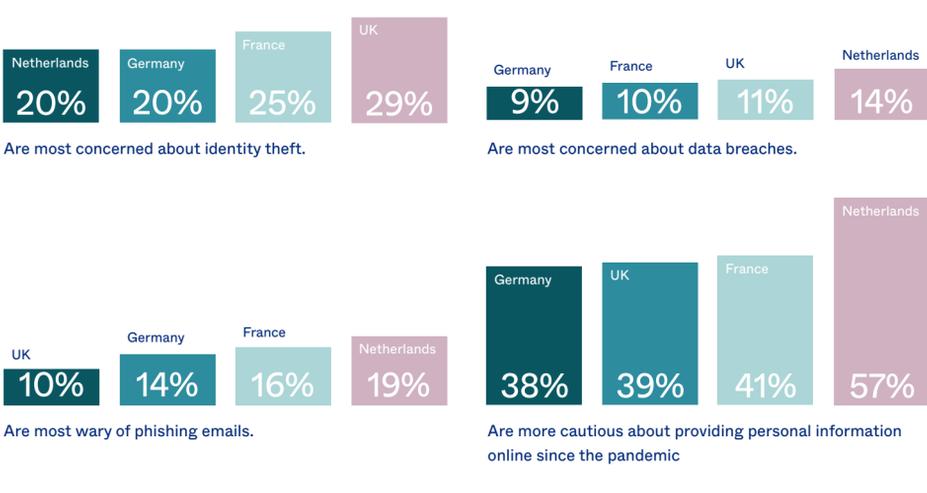
Breaking trust can be costly



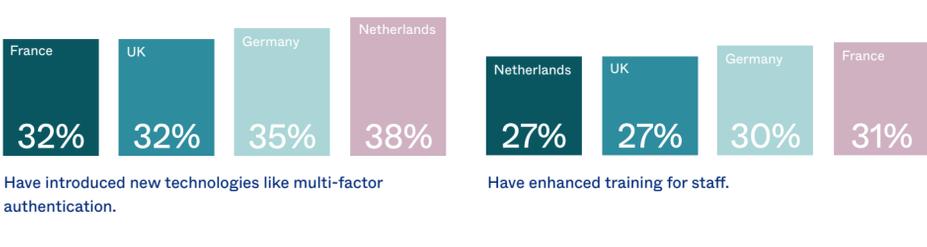
Manufacturing employees working from home are facing new security threats



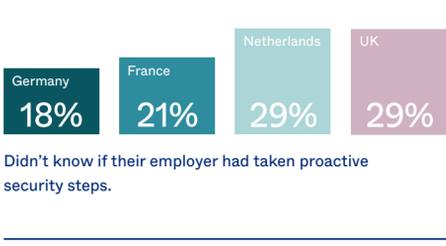
But digital security threats are on their mind



Manufacturers are stepping up security in response...



...but many staff remain unaware of their efforts



Engie: connecting employees around the world



When energy services company Engie moved to a decentralised business model with 24 new geographical business units, it wanted to connect them in an agile and secure way.

It partnered with Okta to connect more than 120,000 users across 60 countries in less than six months, supporting the new units with reliable global solutions while giving them the freedom to adapt quickly at the local level.

[Read the full story](#)



Building a future of trust with Okta

Identity is the foundation to build trust-based, secure organisations. With the Okta Identity Cloud, you can confidently create the best digital experiences for your employees and customers.

Secure your employees – wherever they are – with Okta's **workforce identity solutions**. Get the tools to secure and automate cloud journeys, with full support for hybrid environments along the way.

Use Okta's **customer identity solutions** to build secure, seamless customer experiences that your developers and users will love.