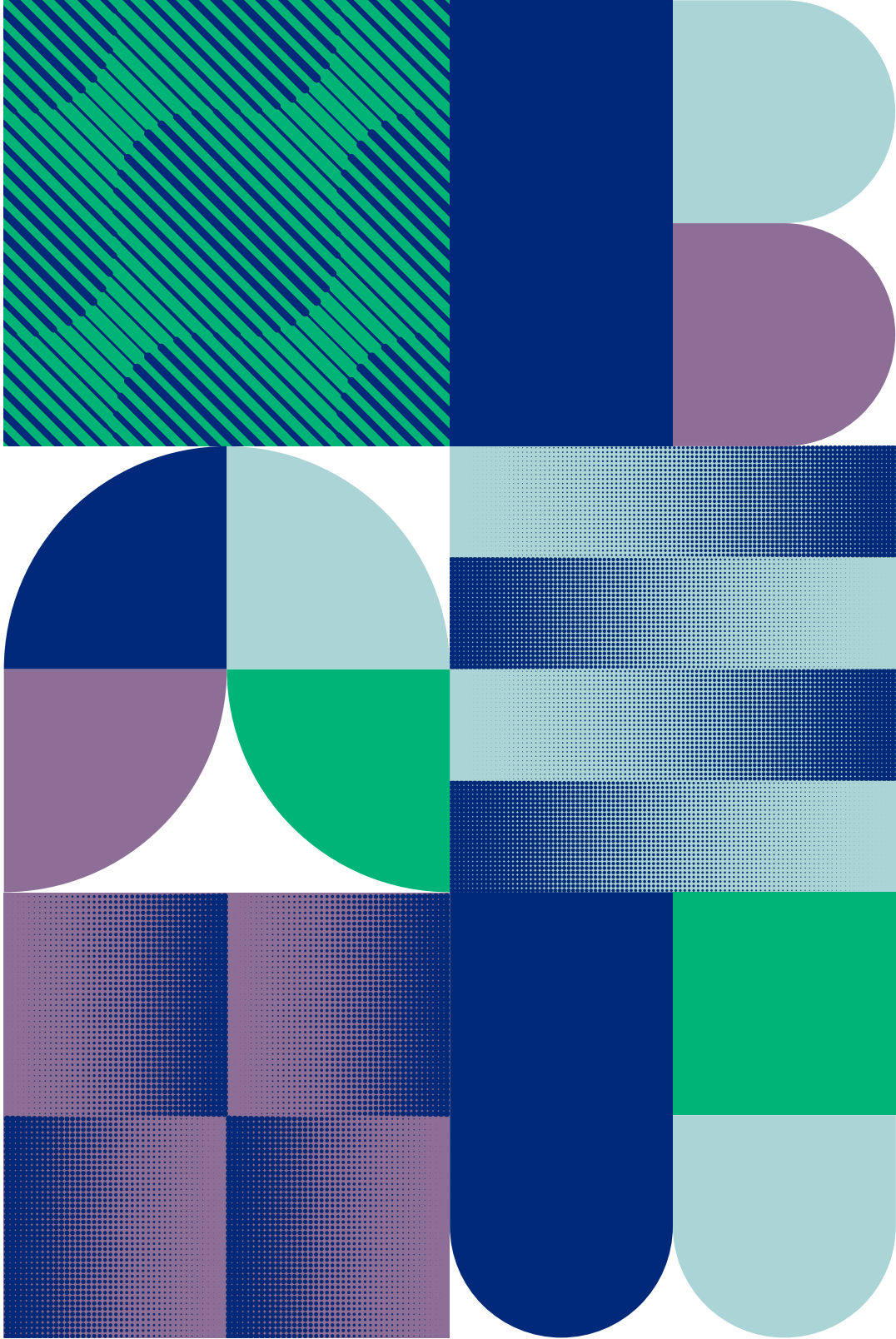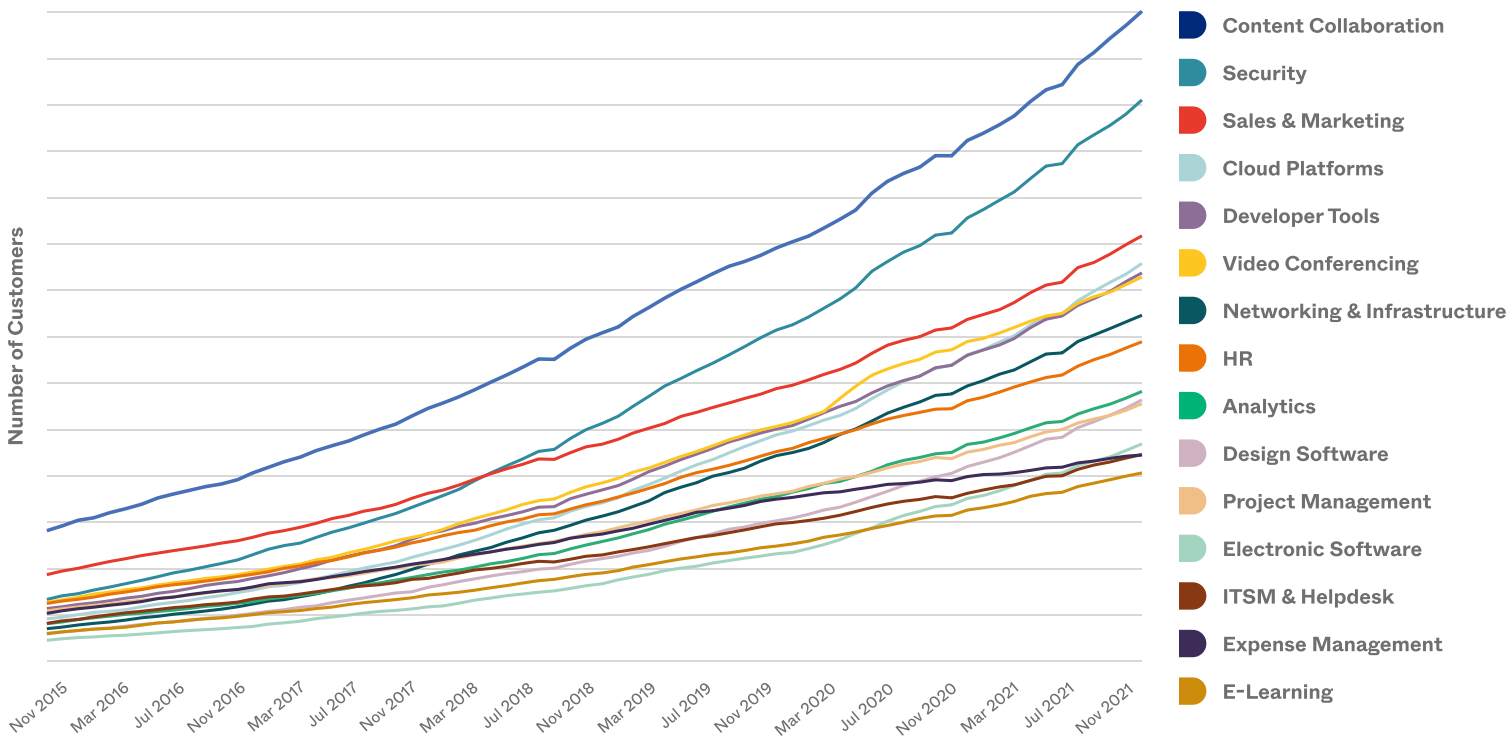# Businesses at Work 2022

Press Kit

Okta, Inc.

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San Francisco, CA 94105

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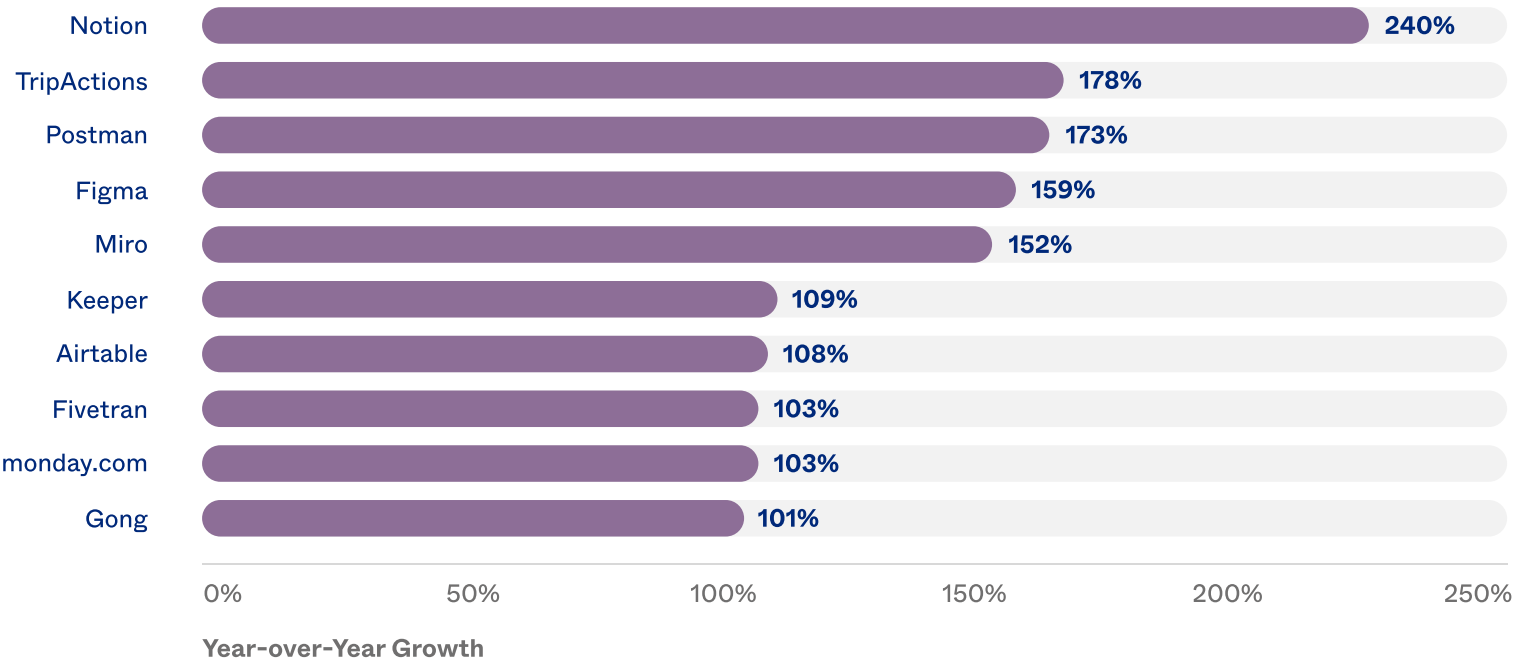1-888-722-7871

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Most Popular App Categories

Number of Customers

Nov 2015 · Mar 2016 · Jul 2016 · Nov 2016 · Mar 2017 · Jul 2017 · Nov 2017 · Mar 2018 · Jul 2018 · Nov 2018 · Mar 2019 · Jul 2019 · Nov 2019 · Mar 2020 · Jul 2020 · Nov 2020 · Mar 2021 · Jul 2021 · Nov 2021

- Content Collaboration
- Security
- Sales & Marketing
- Cloud Platforms
- Developer Tools
- Video Conferencing
- Networking & Infrastructure
- HR
- Analytics
- Design Software
- Project Management
- Electronic Software
- ITSM & Helpdesk
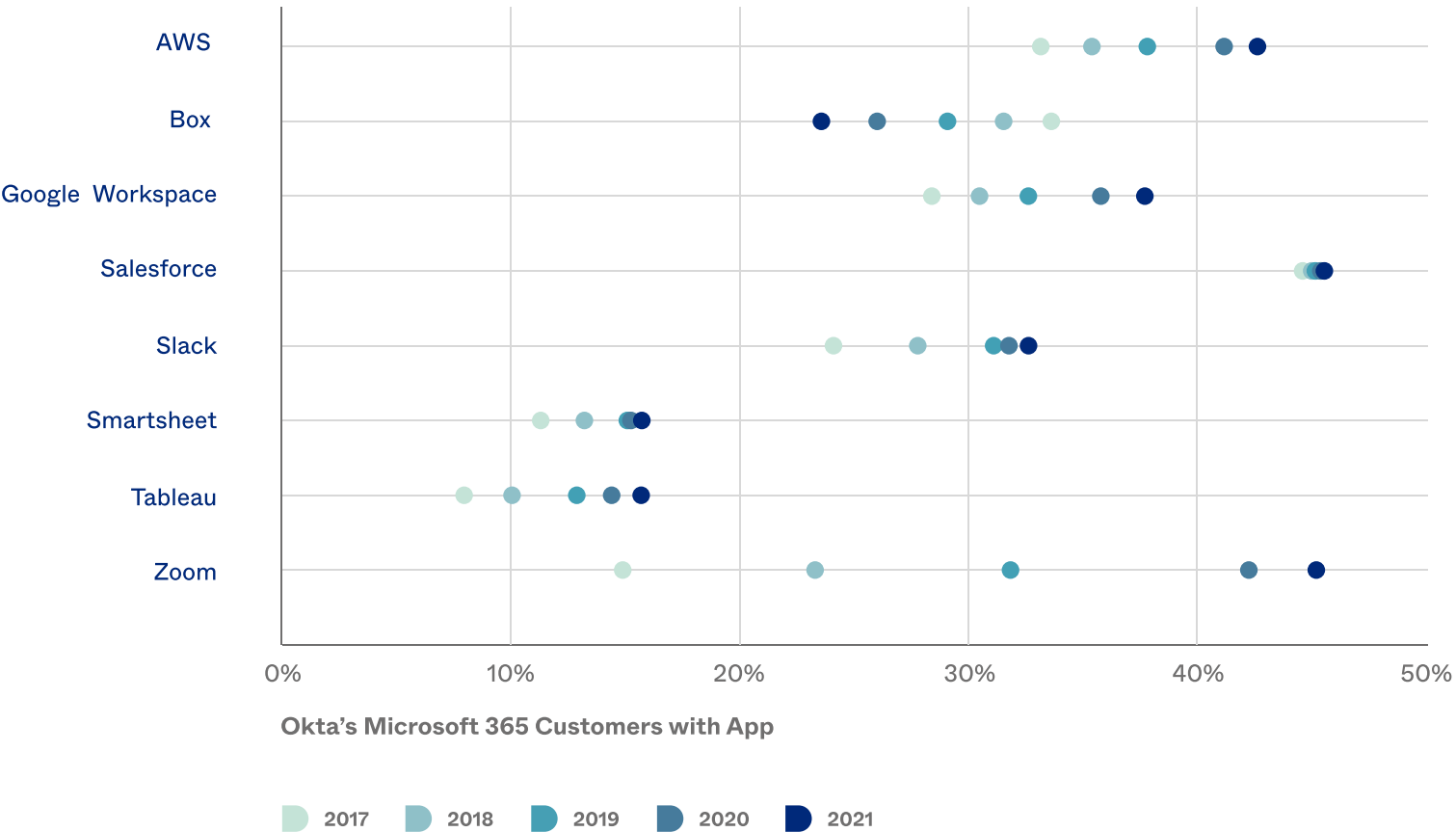- Expense Management
- E-Learning

Note: In this view of app usage, we count the number of customers deploying one or more apps or tools in each category.

Fastest-Growing Apps by Number of Customers

App	YoY Growth
Notion	240%
TripActions	178%
Postman	173%
Figma	159%
Miro	152%
Keeper	109%
Airtable	108%
Fivetran	103%
monday.com	103%
Gong	101%

0%   50%   100%   150%   200%   250%

Year-over-Year Growth

Okta's Microsoft 365 Customers with Best-of-Breed Apps

Okta's Microsoft 365 Customers with App
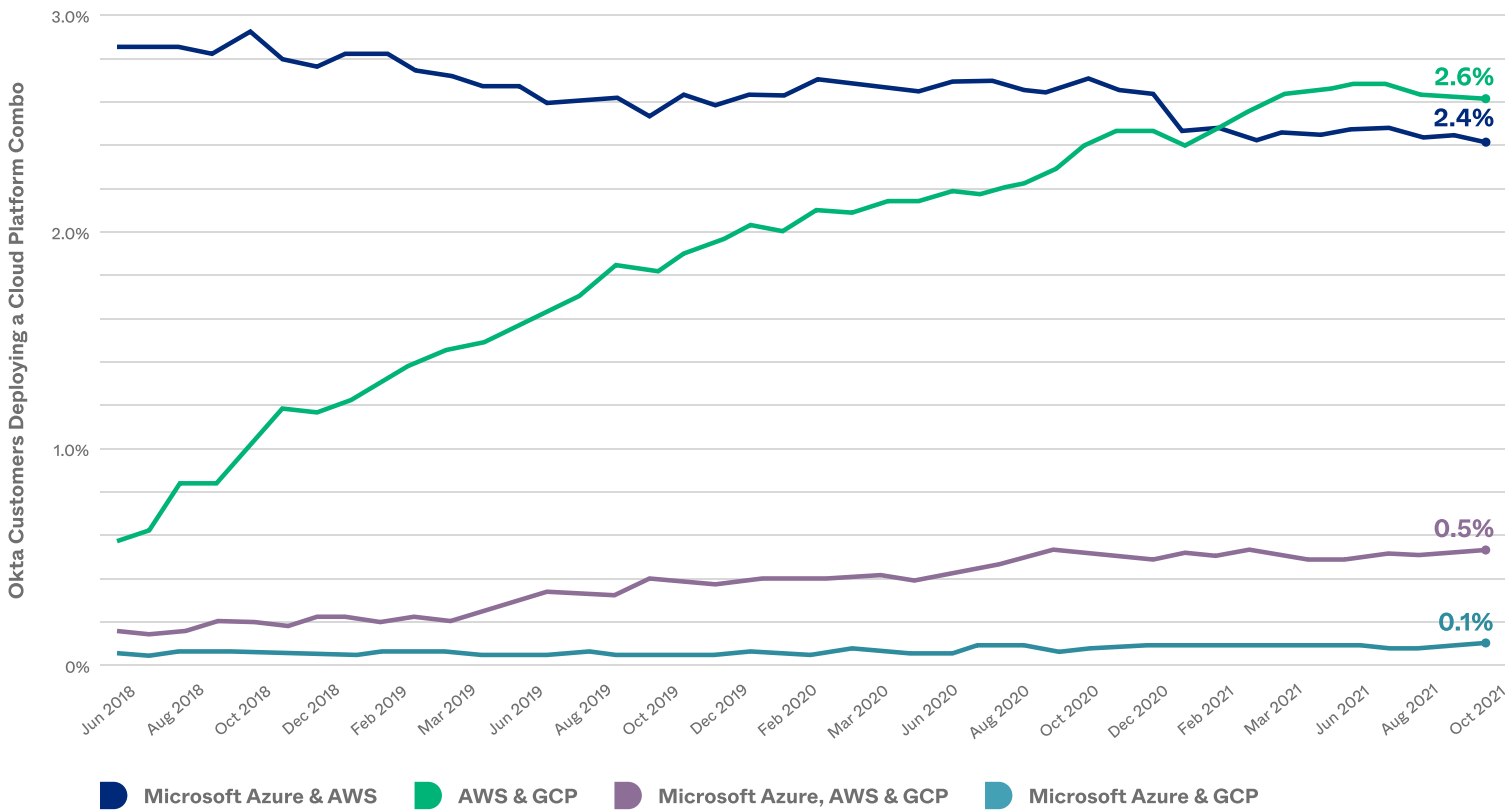
Legend: 2017 2018 2019 2020 2021

Note: Salesforce data for 2017, 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.
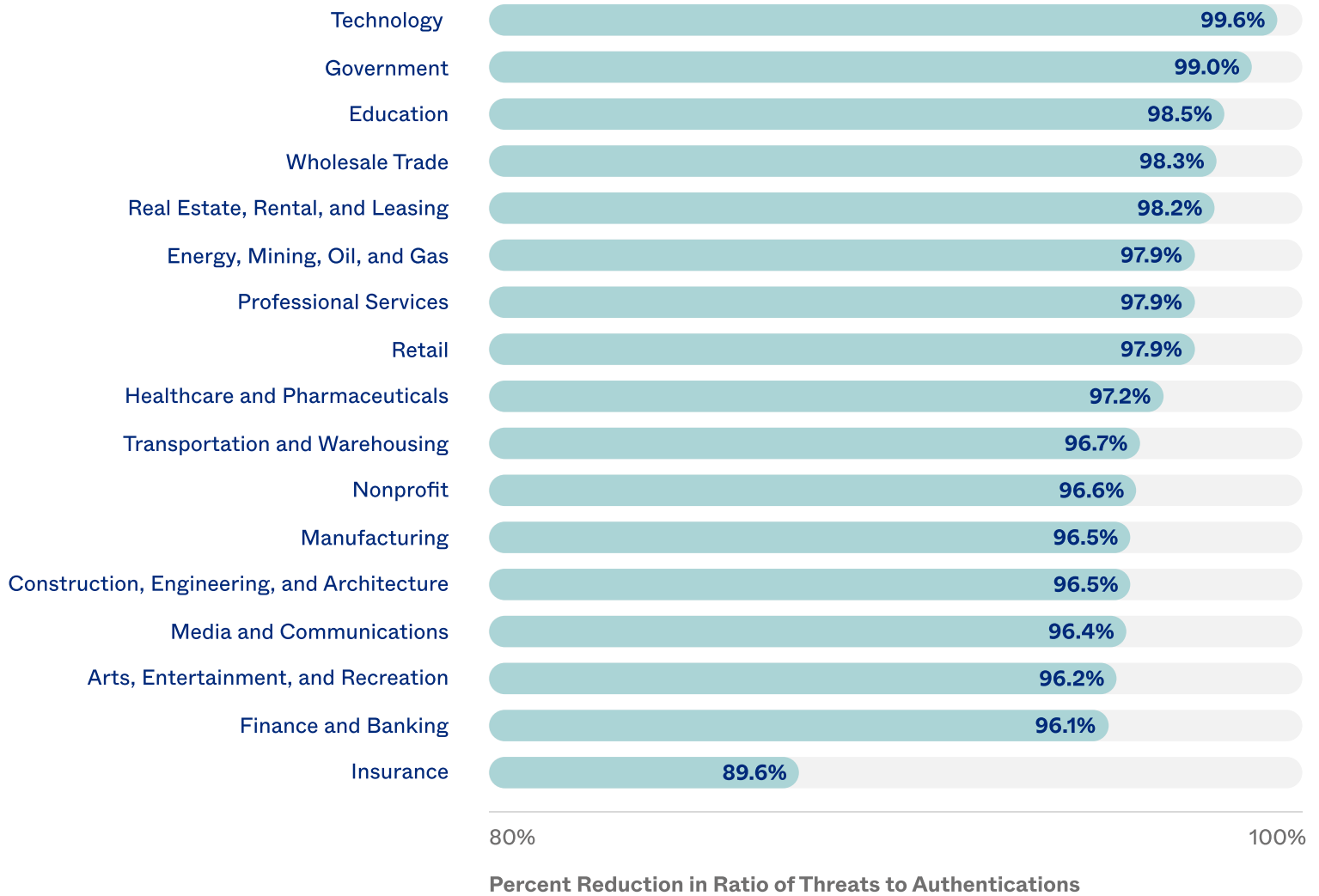
Customers Deploying Multiple Cloud Platforms

Okta Customers Deploying a Cloud Platform Combo

Values shown on chart:
- 2.6%
- 2.4%
- 0.5%
- 0.1%

Y-axis: 0%, 1.0%, 2.0%, 3.0%

X-axis: Jun 2018, Aug 2018, Oct 2018, Dec 2018, Feb 2019, Mar 2019, Jun 2019, Aug 2019, Oct 2019, Dec 2019, Feb 2020, Mar 2020, Jun 2020, Aug 2020, Oct 2020, Dec 2020, Feb 2021, Mar 2021, Jun 2021, Aug 2021, Oct 2021

Legend:
- Microsoft Azure & AWS
- AWS & GCP
- Microsoft Azure, AWS & GCP
- Microsoft Azure & GCP

Leveraging Modern Authentication Reduces the Ratio of Threats to Authentications

Reduction in Ratio of Threats Detected to Authentications When Microsoft Legacy Authentication Is Not Enabled

Industry	Percent
Technology	99.6%
Government	99.0%
Education	98.5%
Wholesale Trade	98.3%
Real Estate, Rental, and Leasing	98.2%
Energy, Mining, Oil, and Gas	97.9%
Professional Services	97.9%
Retail	97.9%
Healthcare and Pharmaceuticals	97.2%
Transportation and Warehousing	96.7%
Nonprofit	96.6%
Manufacturing	96.5%
Construction, Engineering, and Architecture	96.5%
Media and Communications	96.4%
Arts, Entertainment, and Recreation	96.2%
Finance and Banking	96.1%
Insurance	89.6%

80%   100%

Percent Reduction in Ratio of Threats to Authentications

Progress in Adopting Zero Trust

+91%

Network Context

Percentage of customers leveraging **risk-based policies** increased from 2.2% in October 2020 to 4.2% in October 2021.

+31%

User Context

Percentage of customers leveraging **WebAuthn** increased from 11.8% in October 2020 to 15.5% in October 2021.

+9%

Device Context

Percentage of customers leveraging **device trust** increased from 7.7% in October 2020 to 8.4% in October 2021.

Okta is the leading independent identity provider. The Okta Identity Cloud enables organizations to securely connect the right people to the right technologies at the right time. With more than 7,000 pre-built integrations to applications and infrastructure providers, Okta provides simple and secure access to people and organizations everywhere, giving them the confidence to reach their full potential. More than 14,000 organizations, including JetBlue, Nordstrom, Siemens, Slack, Takeda, Teach for America, and Twilio, trust Okta to help protect the identities of their workforces and customers.

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