

# The Okta Hybrid Work Report 2023

How European leaders  
are building long-term  
strategies for hybrid working



okta

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# Introduction

Hybrid work is here to stay.

What began as an experimental, stop-gap initiative for 'keeping the lights on' in 2020 has now established itself as the working model of choice for organisations around Europe.

But what does this mean for the leaders tasked with defining and enabling workplace strategy for the long-term?

In most European communities, the sense of immediate crisis that came with the outbreak of the global pandemic has long passed. But the lingering after-effects of the rapid, unexpected transformation that organisations were compelled to undergo in its wake are still being felt. By now, conversations have shifted away from a focus on short-term measures to maintain business continuity (an inherently reactive process). Instead, discussions now centre upon questions of business resiliency, efficiency, sustainability, and long-term, proactive strategies for meeting the cultural and economic challenges that enterprises face today.

Becoming proactive and future-focused means addressing changing employee expectations, evolving compliance requirements, and a challenging cyber threat landscape – all amidst ongoing economic uncertainty. Organisations must also contend with the technical debt that accumulated during the period of temporary, ad-hoc crisis response, instead building a foundation for sustainable, scalable, and secure work – a foundation that can carry them into the future.

Across the EU, notably in the Netherlands, the ability to work from home is now being seen not as a perk but as a legal right. Regulatory authorities and Governments across Europe are proposing new laws that will require flexibility at work. These developments mean that planning to support remote, as well as on-site, employees is no longer optional for today's organisations.

Also the upcoming EU Corporate Sustainability Reporting Directive (CSRD), which will start to apply in January 2024, will oblige large companies in the EU to disclose their environmental impact. How much are evolving ESG requirements going to influence workplace strategy and how many companies are already tracking that impact?

Today's business leaders must reimagine what it means for work to take place. Now that digital workspaces are just as important to employee experience as physical offices, the focus is no longer on enabling hybrid work – but optimising it.

To achieve this end, organisations will need to build scalable technology strategies that support productivity and collaboration while meeting complex and sometimes fragmented regulatory requirements. Decision-makers will need to maintain a balance between security and user-experience as they architect remote and in-person work environments that put resiliency and trust at the fore.

The organisations that do so successfully will be those that adopt an identity-powered approach to enabling their workforces to collaborate securely from anywhere, at any time. Ultimately, this will make it possible to drive top-line and bottom-line growth, meet environmental, social and governance (ESG) targets, and retain tomorrow's top talent.

In this report we will examine how European business leaders are approaching hybrid work, how they are navigating the challenges inherent to this shift, and what factors are driving their decisions. We will also explore the role that trust and Identity will play in building future-fit hybrid working models – ones that are sustainable, scalable and secure, and that prioritise employee productivity and well-being as a key ingredient for success.

## Methodology

This survey was conducted online between 22 September and 3 October 2022 by the research firm Statista on behalf of Okta. The survey asked 524 digital workplace decision-makers from the UK, Germany, France, the Netherlands, and Sweden about their organisations' existing and future hybrid work plans, the associated challenges they're encountering, and their efforts to balance productivity and security.

All of the data shared in this report are based on the survey results unless otherwise stated.





## Chapter 1

# Hybrid working has become the norm

In this first chapter we will explore the various way organisations around Europe are approaching hybrid working.

By now, the vast majority of European companies have adopted some form of hybrid work. Today's business leaders are tasked with finding the right balance of in-office and remote work, which will be different for different organisations and teams. As a result, they continue to experiment and iterate in ways that are guided by what they're learning. As they do so, they'll need to continue to invest in the technologies that can optimise security and user experience within the working models that best fit the organisation's needs over the long-term.

### Hybrid is here to stay

Rates of remote and hybrid work adoption vary across countries and industries, but most organisations are currently allowing employees to work remotely as often as three days per week (see figure 1).

All-remote enterprises remain a rarity within Europe, but a significant number of employers (43%) now give their on-site workers the flexibility to choose a few days each week or month to work from home or another location.

45% of European organisations allow their employees to work remotely for up to three days per week.

How many days can employees work from home?

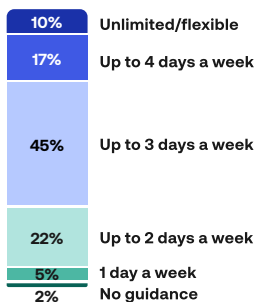


Fig. 1

### Office-First Hybrid stands out as the most popular working model, especially in Germany and the Netherlands

#### Implemented working model by country

#### What best describes the working model your organisation currently uses?

**Fully On-site:** Employees are expected to be on site but have the flexibility to choose a few days per week/month for remote work.

**Office-First Hybrid:** The organisation determines when departments/teams/individuals can work remotely.

**Fixed Hybrid:** Employees are expected to work from a designated location.

**Flexible Hybrid:** Employees choose their location and working hours based on their daily priorities.

**Completely Remote:** Employees work remotely; nobody is expected to work from a fixed location.

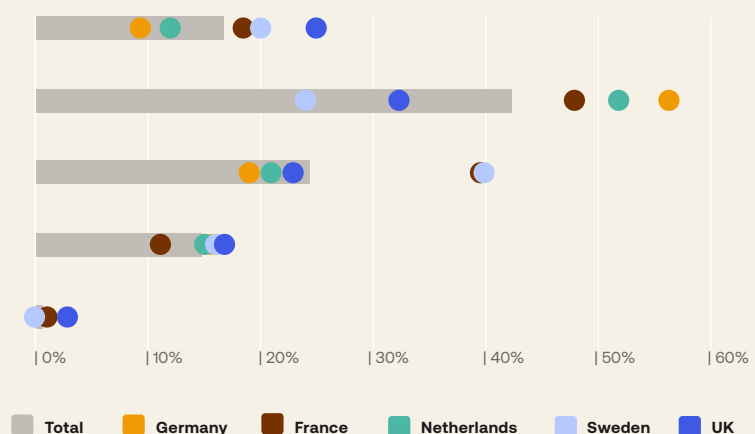


Fig. 2

Remote workers are typically considered more productive than their in-office counterparts

What best describes your organisation's perception of remote employee productivity compared to those who are office based?

- More productive
- Somewhat more productive
- Equally productive
- Somewhat less productive
- Less productive

**Respondents base:**  
Fully on-site employees, n=89  
Hybrid working employees, n=435

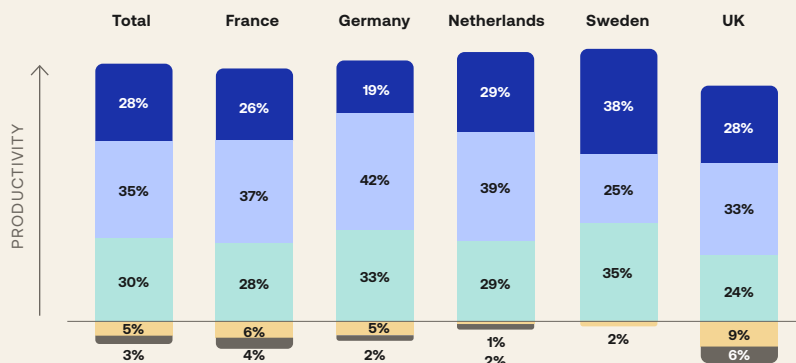


Fig. 3

These companies are exploring an array of multi-dimensional working models (see figure 2). Office-first hybrid (in which the organisation determines when individuals, departments or teams can work remotely) is the most common among hybrid working models overall and in all countries but Sweden, where fixed hybrid work (in which employees are expected to work from a designated location according to a set schedule) predominates. Only 15% of respondents report that their organisations have opted for a flexible hybrid model (where employees can choose their location and working hours based on their priorities for the day). German companies have the highest rate of adoption for office-first hybrid working models, and the lowest rate of working fully on-site.

Across Europe, remote workers are generally considered more productive than their in-office counterparts (see figure 3). 63% of respondents stated that they associate remote work with higher productivity. Approximately one-third of Swedes and Germans say that location is irrelevant to workers' productivity. The UK is home to the largest group of survey participants (still a minority at 15%) to say that remote work reduces productivity.

## Reimagine the office

The fact that office-first hybrid has become the dominant hybrid working model across Europe is clear evidence that the physical office still has an important role to play in organisations. This fact is also reflected in increased investment in real estate since the pandemic. Rather than pulling back on real estate expenditures, organisations are spending to reconfigure workspaces to better support face-to-face conversation and collaboration.

According to the [JLL Global Research Future of Work Survey 2022](#), at least 73% of organisations are planning to reduce the amount of dedicated desk space in their offices and increase the amount of open co-working space available to teams. This research also reveals that organisations now view collaboration as the primary purpose of their physical workspaces, with 55% of larger enterprises (companies with more than 10,000 employees) ranking 'facilitating collaboration' among their top priorities for the workplace. In addition, 72% of the participants in that survey agree that the physical office will remain central to their organisation's culture in the long term, and 77% say that investing in quality is a more important driver of their current real estate strategy than expanding the total footprint.

Our survey reveals similar trends (see figure 4). In countries with high rates of adoption for office-first and fixed hybrid working models – such as the Netherlands and Sweden – real estate investments have also increased at higher rates than the median. As many as 75% of Swedish companies and 72% of Dutch companies have increased their real estate investments in comparison to their spending three years ago.

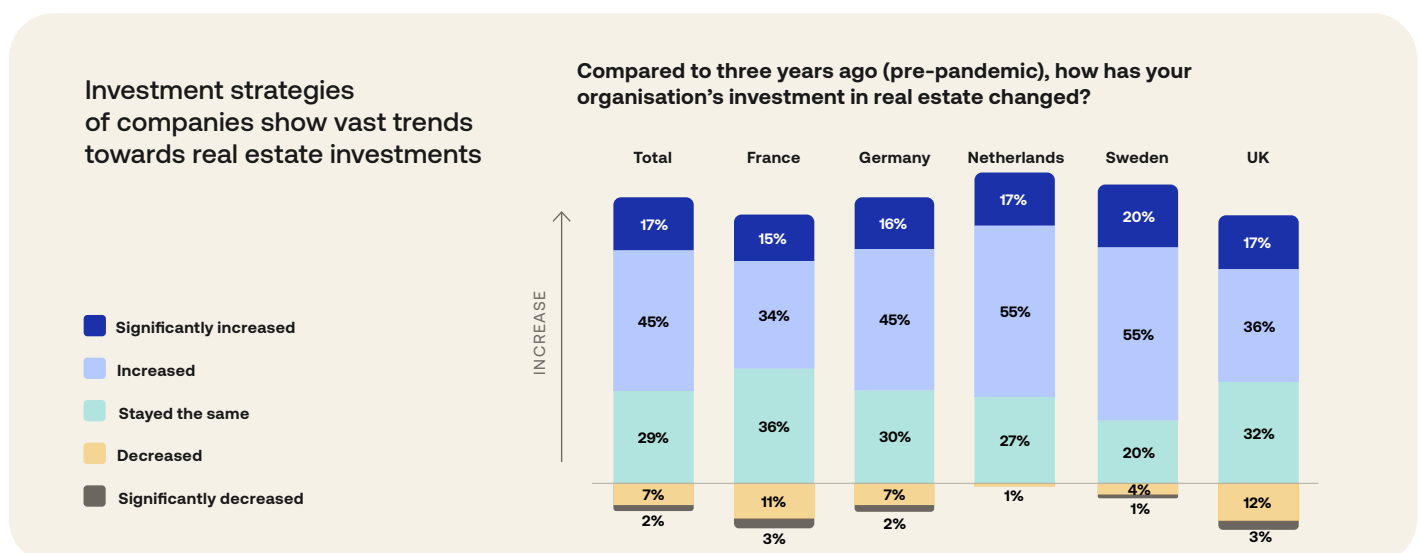


Fig. 4



A significant majority of survey participants (94%) agree that their company’s real estate investment strategy is at least somewhat influenced by their organisation’s adoption of a hybrid working model (see figure 5). The impact is particularly strong in Germany, where 45% of respondents report that their working model has had a significant impact on their real estate strategy.

### Changing perceptions of the value and purpose of office space

The shift to hybrid work doesn’t mean that organisations are no longer investing in real estate.

62%

of survey participants report that their company has increased its real estate investments over the past three years.

94%

agree that this real estate strategy is influenced by hybrid work adoption.

Working models are impacting real estate strategies - especially in Germany

Impact of the working model on real estate strategy

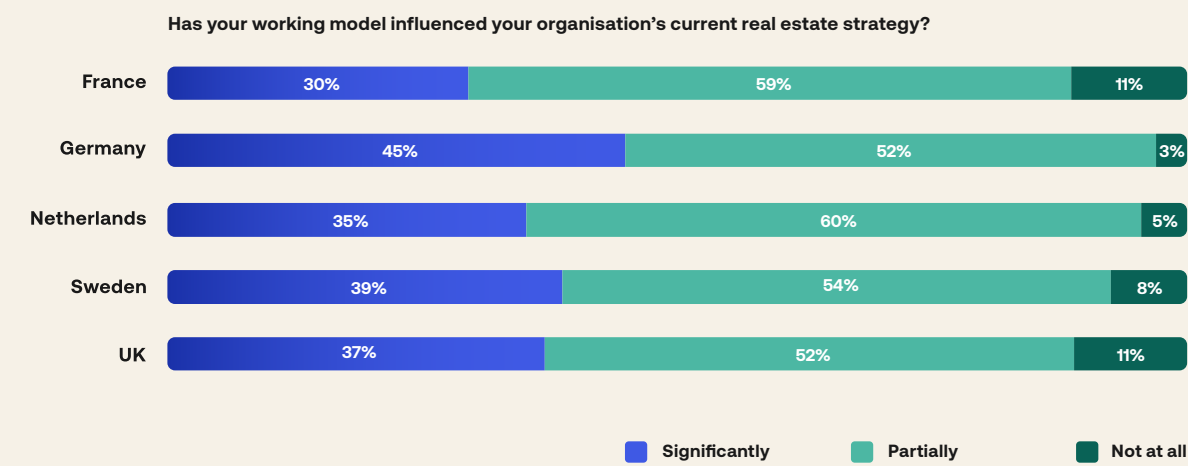


Fig. 5

## Working models are under constant review

The shift to widespread adoption of hybrid work is still an emerging trend, and as a result, working models and how they're being executed are subject to ongoing reassessment (see figure 6). Modern businesses need to find ways of working that will help them retain talent and create robust and sustainable organisational cultures. But they also need to be prepared to adapt in the face of current and future change, whether that's regulatory, economic or technological.

The Dutch House of Representatives approved a legislative proposal in July 2022, making it easier for employees in the Netherlands to work from home. Although the legislative proposal has yet to pass the Senate, it is highly likely that it will be approved and enter into force around 2023. This proposal raises questions about regulatory trends elsewhere in the EU: will other countries, particularly those with long histories of maintaining strong protection for workers' rights, soon follow suit?

If so, employers in other countries will need to prepare to answer greater numbers of work-from-home requests. And it's likely that hybrid work adoption rates will climb even higher. Of course, none of this is certain to take place. In fact, the only constant we can rely on is the inevitability of further change. For this reason, it makes sense that most organisations are planning to reassess their hybrid working models - some on a constant basis.

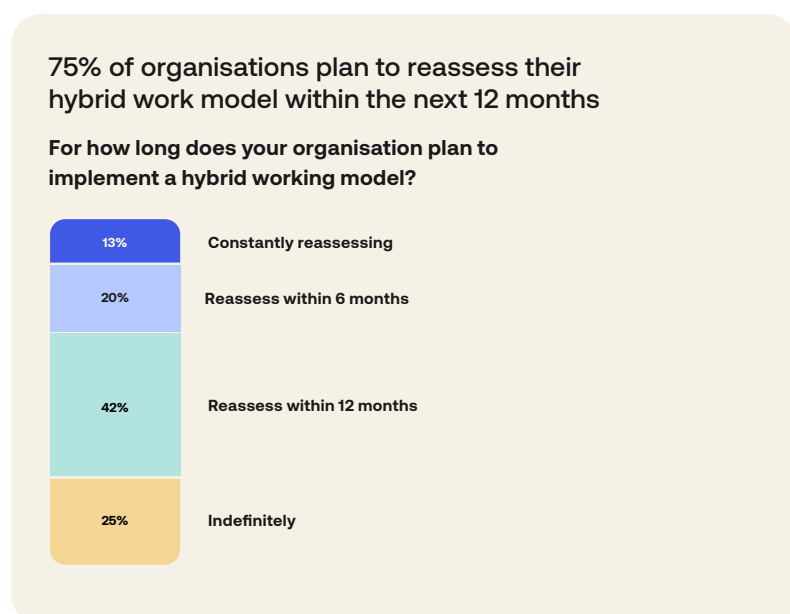


Fig. 6

Despite large-scale uncertainties, it's clear that hybrid work is here to stay. But the popularity of office-first approaches to hybrid work and ongoing investments in real estate also indicate that physical workspaces will have an important role to play in the future of work as well. Rather than moving towards purely remote-first or distributed working models, most European companies are striving to make their offices more inviting for collaborative use.

As long as both off-site and on-site work are being prioritised – a trend that's likely to continue for the foreseeable future – companies will need to implement technologies that empower employees to work seamlessly from their offices, homes, and anywhere else where they're feeling productive. And they need to enable this productivity without compromising on security and compliance. Solutions like Okta's Workforce Identity Cloud make it possible for employees to focus on innovation without needing to worry about security – no matter where they're working.

In addition, with working models under constant reassessment and review, it's vital that organisations select identity and security solutions that are inherently scalable and adaptable, so that they can be ready to face whatever the future may bring.



## Chapter 2

# Strategic drivers of hybrid work

Pandemic response and business continuity triggered the initial wave of large-scale remote and hybrid working in 2020. But what is driving the continued prevalence of the hybrid model today?

Employee expectations clearly have a role to play, with the race for talent prompted by the Great Resignation leading many organisations to take a more flexible, employee-centric approach to workplace strategy. Also, the emergence of workplace strategy as a strategic, board-level imperative during the pandemic has introduced new stakeholders and perspectives into work model conversations.

In this chapter we consider who is influencing workplace strategy in European organisations and what is driving their decisions.

### **C-suite collaboration is required**

Choosing a working model is now a board-level conversation that requires cross-organisational collaboration.

Enabling hybrid work is no longer just an IT or security issue. Instead, the entire C-suite is joining together to redefine the new workplace and the technology supporting it.

Research from IDC shows that decisions about workplace strategy are being made collaboratively by multiple members of the C-suite in 60% of European companies<sup>1</sup>. Our survey's findings are similar (see figure 7). In 57% of organisations, the CEO is the primary champion within decision-making processes around implementing new working models, but stakeholders in Finance, Operations, IT, Security, Technology and HR all have influential roles. This suggests that where and how people work is now considered a strategic imperative for businesses, as well as a board-level issue.

<sup>1</sup> IDC, European Future of Work Survey, April 2022

This trend is also backed by another piece of research from IDC, which shows that technology spend in European companies in 2022 is no longer solely driven by the IT organisation. Instead, 48% of technology spend is now being funded by lines of business (mainly Operations, Marketing, and HR)<sup>2</sup>.

Stakeholders from departments across the organisation all have influential roles to play in driving workplace strategy. They also have greater control over the choice of technologies to meet their objectives. Taken together, these findings demonstrate that defining the workplace's future is a truly collaborative initiative – and one whose effects are felt across the entirety of the organisation, from the boardroom to the shop floor. Technology and business teams must come together to understand one another's needs and challenges so that they can implement efficient and effective solutions.

The majority of organisations see the CEO as the “Champion” of workplace strategy. The variety of stakeholders identified as ‘Influential’ suggests workplace strategy is a collaborative endeavour.

In your organisation how do the following departments influence your working model?

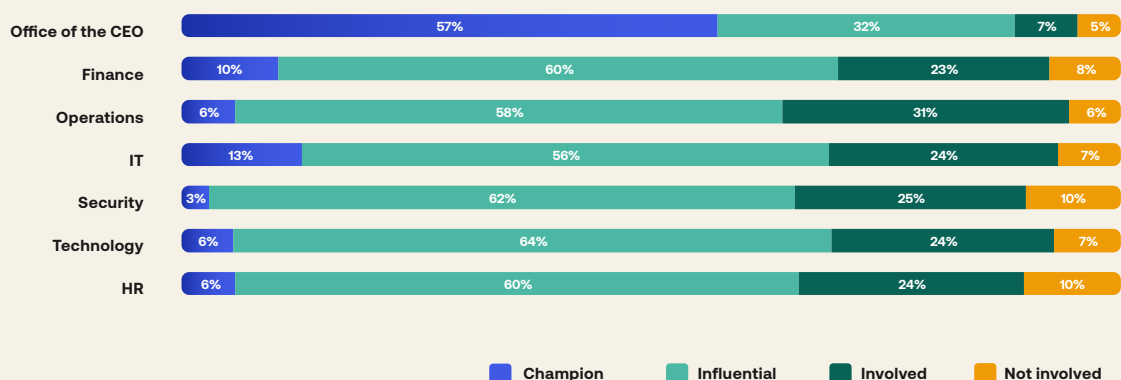


Fig. 7

## Employee experience is driving hybrid work adoption

According to IDC at least one in three European employees are currently in the midst of switching jobs, with 42% leaving their current employer in search of a better workplace experience elsewhere<sup>3</sup>. Corporate leaders are aware of the need to facilitate better work-life balance, invite collaboration, and improve employee experience, and are prioritising employee well-being as they build out workplace strategies.

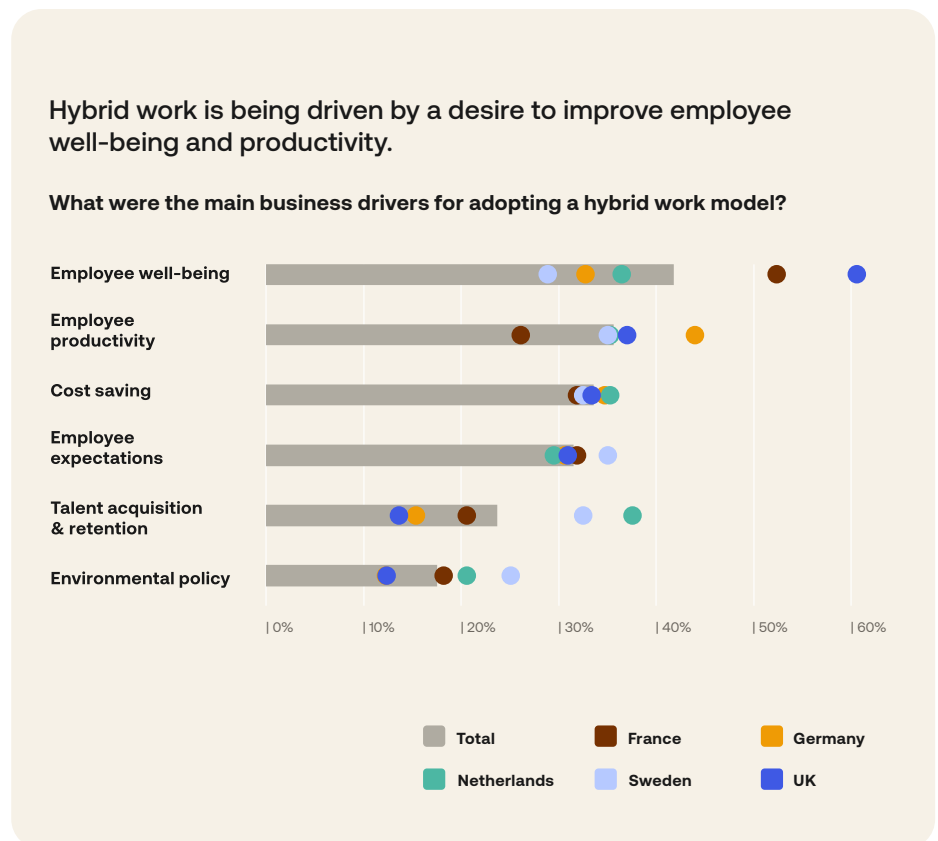


Fig. 8

Our research reflects this shift in organisational priorities. Increasing employee well-being, enhancing productivity and reducing costs are the key drivers pushing organisations toward adopting a hybrid working model (see figure 8). We also see the strength of this imperative within organisations' willingness to invest in initiatives that are intended to make hybrid work more comfortable and rewarding for employees.

<sup>3</sup> IDC, Why Your Employees are Leaving: European Future of Work Survey Results, Doc # EUR149046922, April 2022



Most companies are offering their hybrid workforce flexible working hours, access to training and are providing home office equipment

Does your organisation offer the following hybrid work benefits?

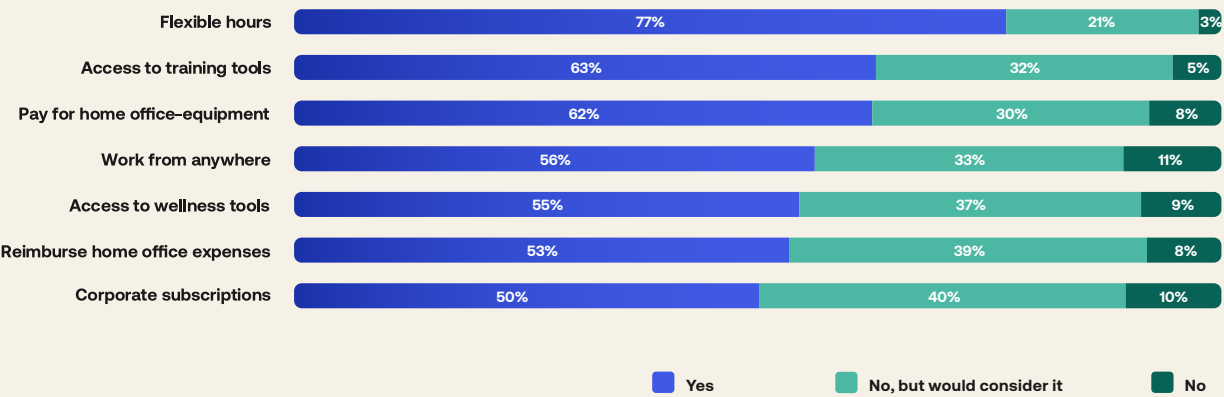


Fig. 9

A majority of respondents’ organisations are adapting processes and implementing new solutions to better support their remote and hybrid workforces. More than three-fourths (77%) of those surveyed said that their organisation had adopted flexible working hours, while an additional 21% said their company would not rule out the move to more employee-centric scheduling strategies. A majority of European companies are also providing access to training, paying for home office equipment and expenses, and providing access to corporate subscriptions and wellness tools to enhance the experience of their work-from-anywhere employees (see Figure 9).



### Half of the companies are taking steps to ensure remote workers have equitable opportunities to their in-office colleagues

Is your organisation currently investing in preventing proximity bias?

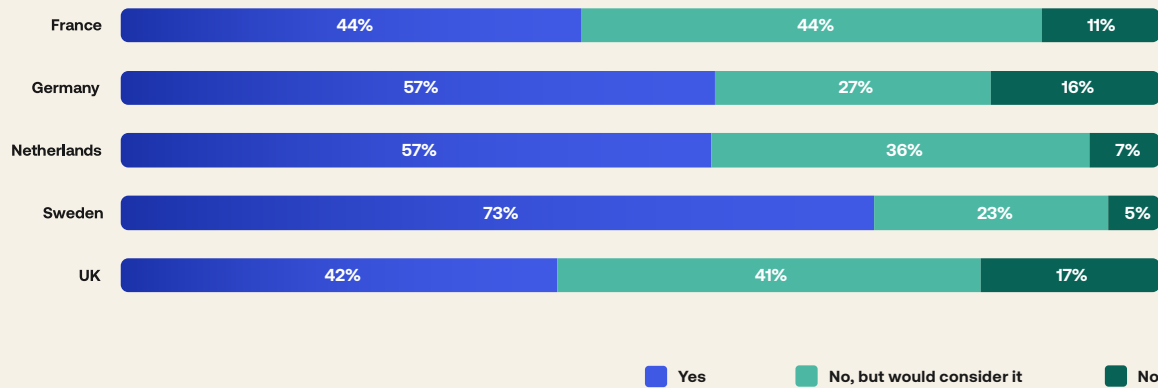


Fig. 10

Organisations are also making substantial investments to combat what's known as 'proximity bias', the tendency among leaders to favour workers who are physically closer to them within the workplace. Nearly three-fourths of companies are currently enforcing measures to prevent remote workers from being disadvantaged in organisational processes, Sweden is the leading country when it comes to fighting proximity bias; but more than half of organisations in both the Netherlands and Germany (57% in each) are also making such investments (see figure 10).

## Growing influence of ESG

While survey respondents did not identify environmental sustainability as a primary driver of the shift to hybrid work, our data does show ESG's rising prominence on business agendas.

Research reveals that environmental sustainability initiatives can play an important role in attracting and retaining top talent. In a survey conducted by Unily shortly after the pandemic's outbreak, 65% of employees said they'd prefer to work for a company with strong ESG policies. The most effective ESG strategies of all may be those that go beyond a focus on environmental and governance targets to invest in improving the health, economic stability, education, and social identity of the workforce.

European companies' current investment strategies do reflect the importance of these goals, with a clear majority (72%) of respondents' organisations having increased their investments in ESG initiatives over the past years (see figure 11). The largest increases occurred among Swedish and Dutch companies, among which 84% and 74% reported increases, respectively.

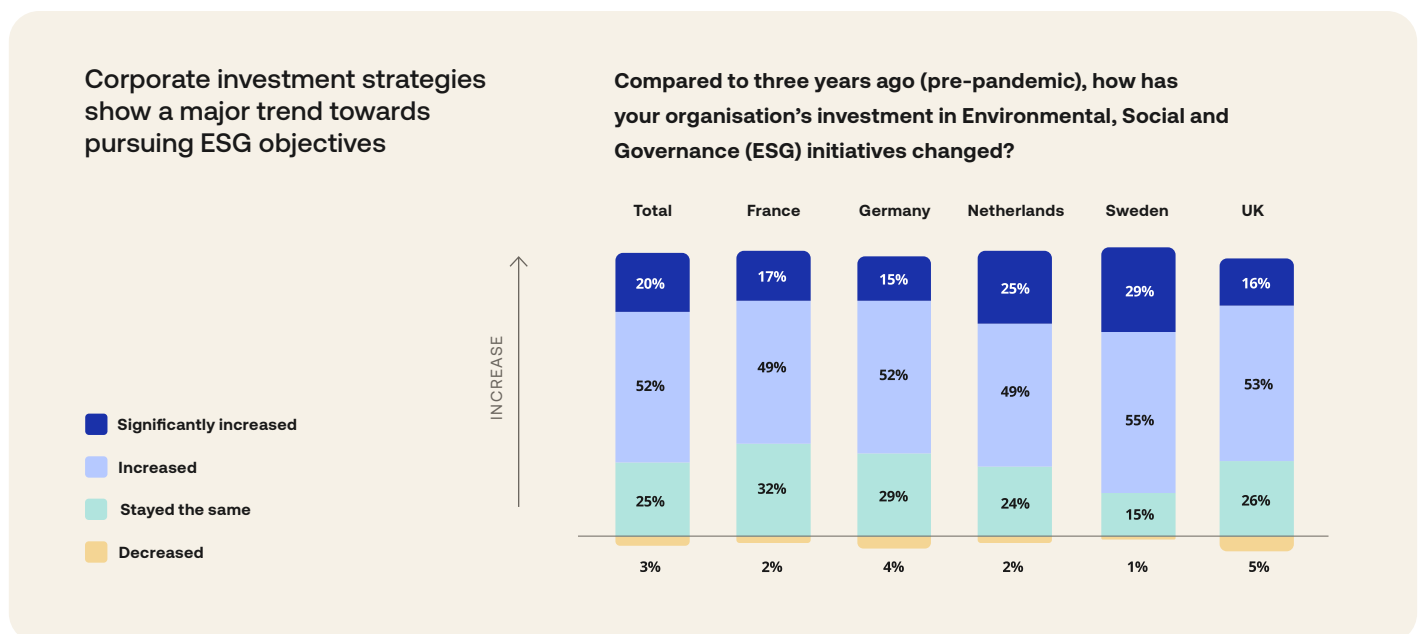


Fig. 11

2/3 companies actively track the environmental impact of their workplace strategy, and 1/3 would consider it

Does your company track the environmental impact of its workplace strategy?

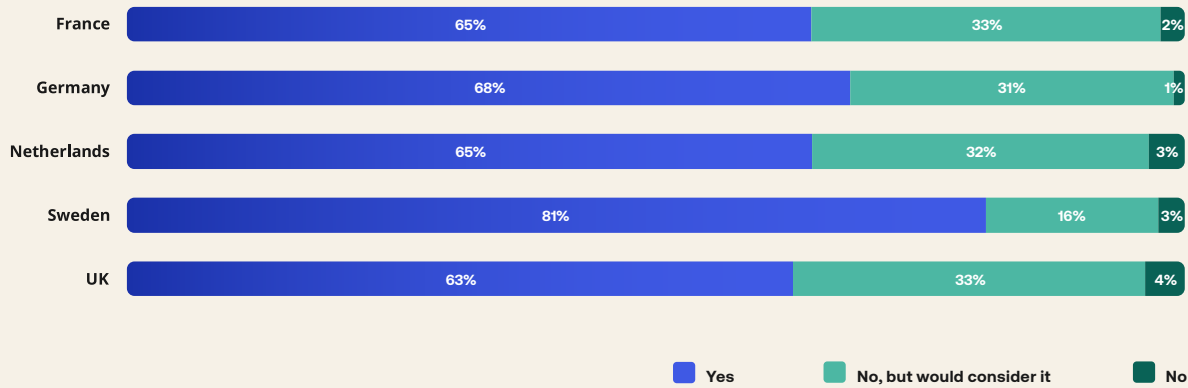


Fig. 12

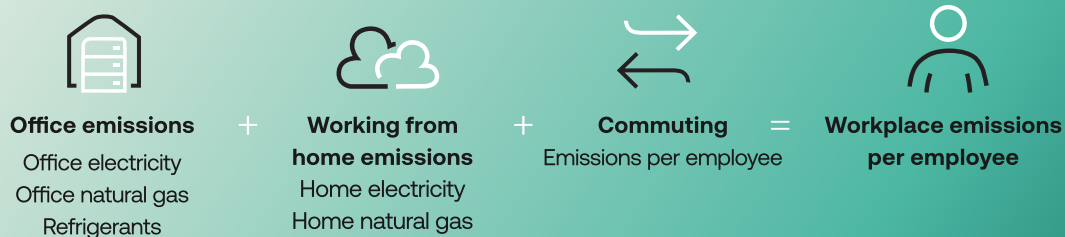
What gets measured gets improved, and growing numbers of European companies are tracking the environmental impact of their workplace strategy or are open to doing so (see figure 12).

This is unsurprising given the fact that the new EU Corporate Sustainability Reporting Directive (CSRD) will start to apply in January 2024. These regulations will introduce more detailed reporting requirements for large companies, measuring their impact on the environment, human rights and social standards, based on common criteria in line with EU's climate goals.

97% of survey respondents said that their organisation already is either actively tracking the environmental impact of its workplace strategy or would consider doing so in the future. In Sweden, more than 80% of employees report that measuring the environmental impact of their working model is part of their company's approach to ESG.

## Reducing workplace emissions with a hybrid working model

### 1 Calculate your current workplace emissions



### 2 Estimate your footprint with a hybrid working model



Fig. 13

Employee well-being and productivity have emerged as the main drivers of hybrid work adoption in Europe. Organisations are investing heavily (or considering doing so) in initiatives that will make remote and hybrid work easier and enable distributed workforces to be more successful. This shows that leaders understand the need to re-examine the quality of the experiences they're providing for their organisation's employees - wherever they are working.

Stakeholders are also examining the environmental impact of their workplace strategy, as growing numbers of companies start to examine how hybrid working can help them reduce carbon emissions and achieve net-zero targets sooner (see figure 13).

Just as interesting as 'what' is driving hybrid work is 'who'. Redefining working models to futureproof the organisation is becoming an increasingly collaborative endeavour - one that's considered across the entirety of the organisation, from Finance and Operations to IT and Security. With the number of stakeholders influencing workplace strategy increasing alongside their remit for investing in technology solutions, how you securely manage access to those solutions becomes crucial.

## Chapter 3

# Balancing security and collaboration

In the previous chapters, we have considered the current state of hybrid work adoption in Europe, as well as the factors influencing today's workplace strategies. In this, our final chapter, we'll take a closer look at the concrete steps organisations are taking to meet these challenges, as well as their plans for the near future.

### Securing borderless organisations

When survey participants were asked about their top challenges and priorities when it comes to hybrid working, 'improving cybersecurity' occupied the top spot for both (see figure 14). Approximately one-third of respondents across all countries consider cybersecurity issues to be their greatest challenge as well as their most important priority. Amidst a challenging labour market and economic uncertainties, European companies also confront a difficult cyber threat landscape. According to the [Verizon Data Breach Investigations Report 2022](#), Identity-based attacks soared to an all-time high within the past year with credential abuse remaining the most common threat action within data breaches (45% of non-error non misuse breaches). Ransomware activity also continued to grow with a 13% rise in incidents impacting organisations across the public and private sectors on every continent.

Decision-makers are well aware of these growing risks, and are increasingly seeking to adopt Identity-based Zero Trust security approaches to mitigate them. Still, leaders continue to struggle to balance hybrid and remote workers' need for convenience and ease-of-use with the enterprise's need for robust security and ongoing compliance.

Cybersecurity is reported as the main challenge of hybrid working, and companies prioritise it accordingly

What are your organisation's top hybrid work challenges & priorities?



Fig. 14



European companies typically practise CYOD, while France is more diversified in its approach  
Which option best describes your organisation's mobile device management strategy?

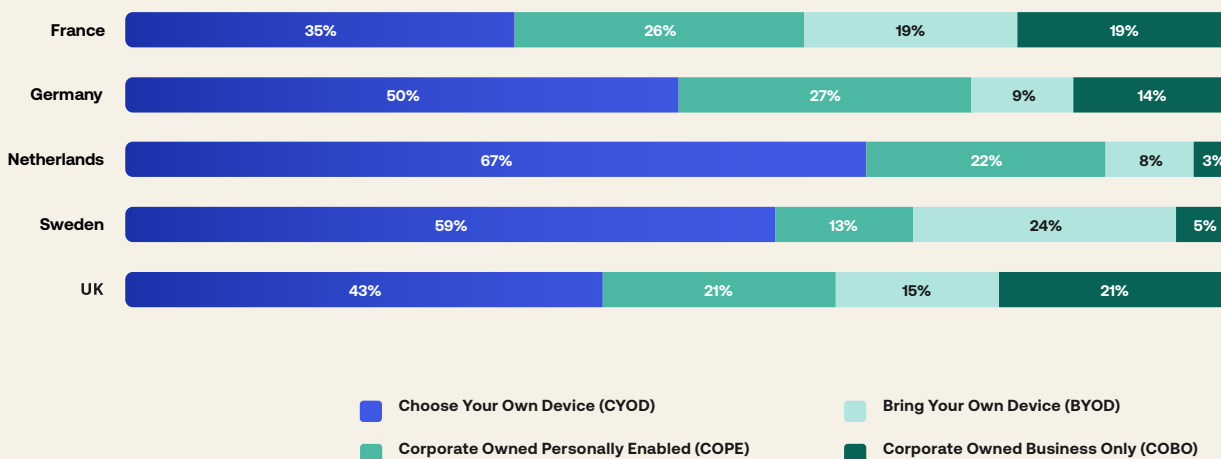


Fig. 15

Organisations are testing multiple device management strategies (see figure 15), seeking the one that provides the best balance of security and flexibility while meeting employees' needs. Half of businesses (50.8%) have adopted a Choose Your Own Device (CYOD) strategy, with higher numbers in Sweden (59%) and the Netherlands (67%). The second most common practice, the Corporate Owned, Personally Enabled (COPE) strategy is most popular in France (where it has been adopted by 26% of respondents' organisations) and Germany (adopted by 27%).

With hybrid being the most prevalent working model and most companies choosing relatively flexible device policies, both humans and their devices are now spending most of their time outside the traditional corporate security perimeter. This is why adopting Identity-powered Zero Trust approaches has become critical for securing borderless organisations for the long term.

Our [State of Zero Trust Report 2022](#) clearly reveals the emergence of this trend. The report indicates that 45% of EMEA organisations now have a defined Zero Trust initiative in place. This is more than twice the number we saw in 2021's report. 53% of this year's respondents also indicated that they plan to launch a Zero Trust initiative within the next 12 to 18 months.

Yesterday's network-centric approaches and castle-and-moat mindsets are simply inadequate to secure today's hybrid workplaces and borderless computing ecosystems. To rise to the challenge posed by ever more sophisticated threat actors, European businesses must adopt the standards and frameworks that researchers like Forrester and authorities like the U.S. National Institute of Standards and Technologies have found to be most effective. This means embracing an Identity-first approach to Zero Trust, where the focus is on people as the new perimeter.

#### Zero Trust adoption on the rise

Decision-makers are increasingly conscious of the need to intentionally design security strategies that work in today's borderless networks.

34%\*

report that cybersecurity is among their organisation's top hybrid/remote work priorities.

45%\*

of organisations in EMEA now have a Zero Trust strategy in place.

\* Okta's State of Zero Trust Security Report 2022

### Getting collaboration right

While 'improving cybersecurity' topped our survey participants' lists of challenges and priorities, 'getting collaboration' came in second – a close second place – on both lists. Also listed as important in both areas were 'having the right technology', 'maintaining a positive workplace culture', 'employee productivity', and 'employee digital proficiency.'

That all of these are prioritised reveals just how strong the need is to enable a more flexible, collaborative, and productive workplace culture. This is a place where employees have seamless access to the applications and resources they need to be successful in their jobs.

It also suggests that there's a strong correlation between investing in technology and getting collaboration right. European organisations plan to continue increasing their investments in video conferencing technologies (see figure 16), as well as tools and initiatives that enable employee well-being, productivity & collaboration, and employee engagement over the next three years.

Investments have increased significantly over the last three years - a trend that looks set to continue.

How did your organisation's investments in the following digital tools/initiatives change over the past three years?

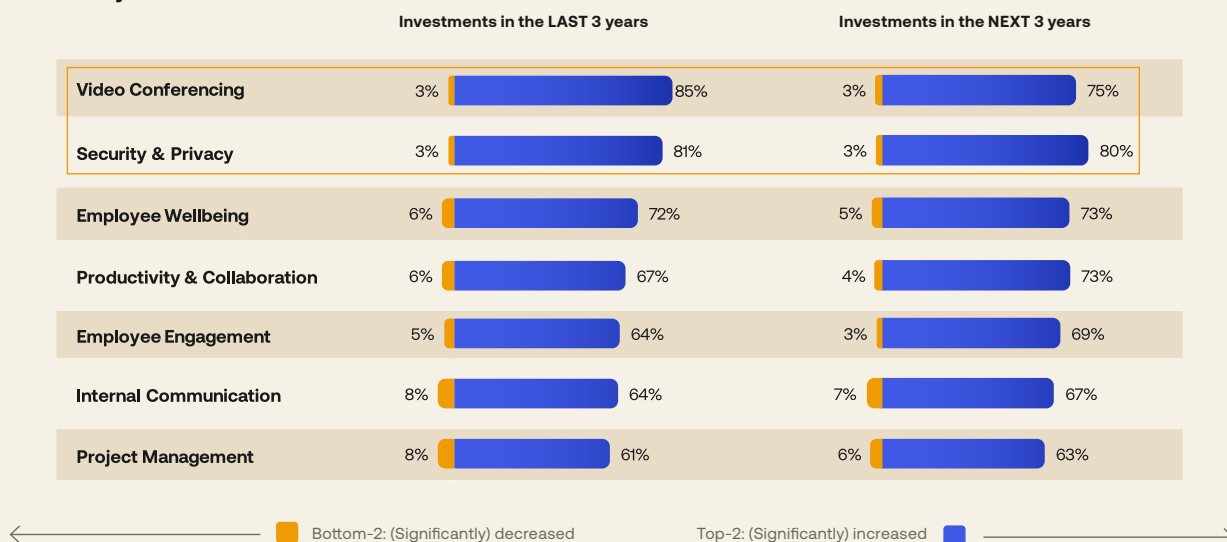


Fig. 16

For European organisations, planning for future productivity – whether this leverages office-first hybrid or other working models – will require a focus on providing secure and seamless access to best-in-breed technologies. Security and productivity will be mutually enabling objectives.

Today's technology investments are enabling organisations to operate effectively outside of the traditional security perimeter – making it possible for employees, gig workers, customers, and partners to work and collaborate securely, regardless of physical location.

The businesses that will be most successful at building long-term, employee-centric hybrid work strategies will be those that are best able to balance security with frictionless access to applications, data, and resources. These will be the organisations that can ensure that their workers have equitable, sustainable and rewarding experiences in the workplace – regardless of whether or not that's a set, physical 'place'. European companies are now beginning to plan for a longer-term future in which it will be business-critical to make hybrid work as secure and productive as possible.

# Key Takeaways

## 1. Build for scalability

While the majority of European organisations are currently implementing hybrid working models, they are doing so with disparate degrees of flexibility and structure. Most are experimenting, continuously reviewing their strategies and adapting them when necessary. Ensure that you have security technologies in place that will allow you to quickly scale as your business's needs – and market conditions change.

## 2. Prioritise employee experience

If the desire to improve employee well-being and productivity is driving your choice of working model, you must focus on the experience you are providing just as much as the technology you are using. Hybrid working requires a different mindset and approach. Things that were once considered perks in the past (such as flexible working hours and access to training tools, etc.) are now must-haves when engaging your hybrid workforce. Empowering your employees to do their jobs well by giving them seamless access to the tools they need, whenever and wherever they need them, will also go a long way towards creating a rich, rewarding workplace experience.

## 3. Don't forget about ESG

Environmental sustainability may not be the driving force behind your workplace strategy (yet!), but the new EU Corporate Sustainability Reporting Directive (CSRD) will start to apply in January 2024. This will apply to all large companies in the EU, as well as those with significant activity in the European countries (with a turnover over €150 million). With organisations obliged to disclose information related to their environmental impact, reducing your organisation's GHG emissions is a significant benefit of hybrid and remote working models that should be acknowledged and tracked.



#### **4. Don't just enable, optimise**

Hybrid work is no longer a stopgap measure intended to meet short-term needs. Instead, decision-makers are realising its potential to increase efficiencies, boost productivity, and help organisations meet employee retention targets for the foreseeable future. Strategies should no longer focus on doing 'just enough' to allow temporarily-remote workers to cope with their separation from the office. Instead, tomorrow's leaders will focus on creative approaches to increasing job satisfaction while providing employees with the tools they need to optimise collaboration and productivity. Wherever they are logging in from.

#### **5. Embrace Zero Trust**

With cybersecurity and collaboration posing the biggest challenges for organisations trying to adapt to hybrid working, the time is right to embrace Identity-powered Zero Trust. Yesterday's office-based business processes weren't designed to maximise the productivity of remote teams, and legacy, perimeter-based security strategies are largely inadequate for today's flexible and distributed workforce. Today's organisations need to adopt a Zero Trust model, focusing on identity as the new perimeter. Strong authentication for all services – from on-premises applications to cloud and mobile – and users is a must-have in this world.

## Why Okta?

Turn Identity into a business advantage. Empower your people, protect your data, and accelerate your business with an Identity-first security solution built for today's dynamic workforce. With Okta's Workforce Identity Cloud you can build an employee-centric hybrid work strategy that balances security and flexibility.

- The better you can manage risk by implementing key technologies such as adaptive multi-factor authentication (MFA) for your SaaS and on-premises applications as well as your organisation's computing and virtual private networking (VPN) infrastructure, the better protected you'll be against attacks engineered by today's sophisticated and inventive cybercriminals. We helped Thanet District Council enable 400 employees to securely work remotely during the COVID-19 pandemic.
- Centralised access management, with Access Gateway, is needed to secure both your on-prem and SaaS apps and to enforce uniform security policies across all of your systems.
- Incorporating contextual access management saves time for users and security teams alike by streamlining approvals for low-risk access requests and prompting for additional assurance factors in riskier login situations. Discover how we helped Cazoo reduce Identity authentication from 45 seconds to 1-2 seconds with Okta MFA.
- Incorporating passwordless and biometric authentication and Single Sign On (SSO) can further enhance remote working security, reduce support costs, and improve user experience. This can be integrated with Device Trust, email magic links, or desktop-based SSO solutions. Discover how we helped enable 80% reduction in monthly password reset requests for our customer Generali.
- As the competition for top talent heats up, being able to provision user accounts quickly and easily whenever new hires join the company can provide an all-important boost to employee experience. Employees will enjoy enhanced productivity while IT teams are freed from manual onboarding and offboarding tasks. We helped Reform reduce the time it takes to onboard new staff from half a day to 15 minutes.



- The Okta platform is intentionally neutral, so it fits with any technology stack. Also, with more than 7,000 integrations in the Okta Integration Network and Auth0 Marketplace, we allow you to connect to all the apps you use today and might use tomorrow. See how we helped Vinted save one year's worth of overhead for connecting 394 applications with SSO.

Taken together, these capabilities will empower tomorrow's hybrid and remote employees to collaborate securely – and ensure they can connect to the technologies that will keep them productive, no matter where or when they want to work.

#### About Okta

Okta is the World's Identity Company. As the leading independent Identity partner, we free everyone to safely use any technology – anywhere, on any device or app. The most trusted brands trust Okta to enable secure access, authentication, and automation. With flexibility and neutrality at the core of our Okta Workforce Identity and Customer Identity Clouds, business leaders and developers can focus on innovation and accelerate digital transformation, thanks to customizable solutions and more than 7,000 pre-built integrations. We're building a world where Identity belongs to you. Learn more at [okta.com](https://okta.com)



Whitepaper

# The Okta Hybrid Work Report 2023

**okta**

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