BUSINESSES @ WORK

NONPROFIT 2018

okta

Businesses @ Work takes an in-depth look into how organizations and people work today—exploring employees, partners, contractors and customers, and the apps and services they use to be productive.

Welcome to our 2018 Businesses @ Work Report—Nonprofit Edition! This mini report specifically analyzes trends in nonprofit organizations relative to what we're seeing across Okta's entire network. This report includes only a subset of our broader Businesses @ Work Report takeaways and data. You can view the complete 2018 Businesses @ Work Report here.

How did Okta create this report?

To create all our Businesses @ Work Reports, we anonymize Okta customer data from our network of thousands of companies, applications, custom integrations, and millions of daily authentications and verifications from countries around the world. Our customers and their employees, contractors, partners and customers use Okta to log in to devices, apps and services, and leverage security features to protect their sensitive data. Our customers span every industry and vary in size, from small businesses to enterprises with tens of thousands of employees. As you read this report, keep in mind that this data is only representative of Okta's customers, the applications we connect to and the ways in which users access these applications through our service.

Unless otherwise noted, this report presents and analyzes data from November 1, 2016 to October 31, 2017, which we refer to as "this year," "this past year," "today" and "in 2017." Similarly, when we refer to "last year" or "in 2016", we are referring to data from November 1, 2015 to October 31, 2016. 2015 refers to the same period in its respective year.
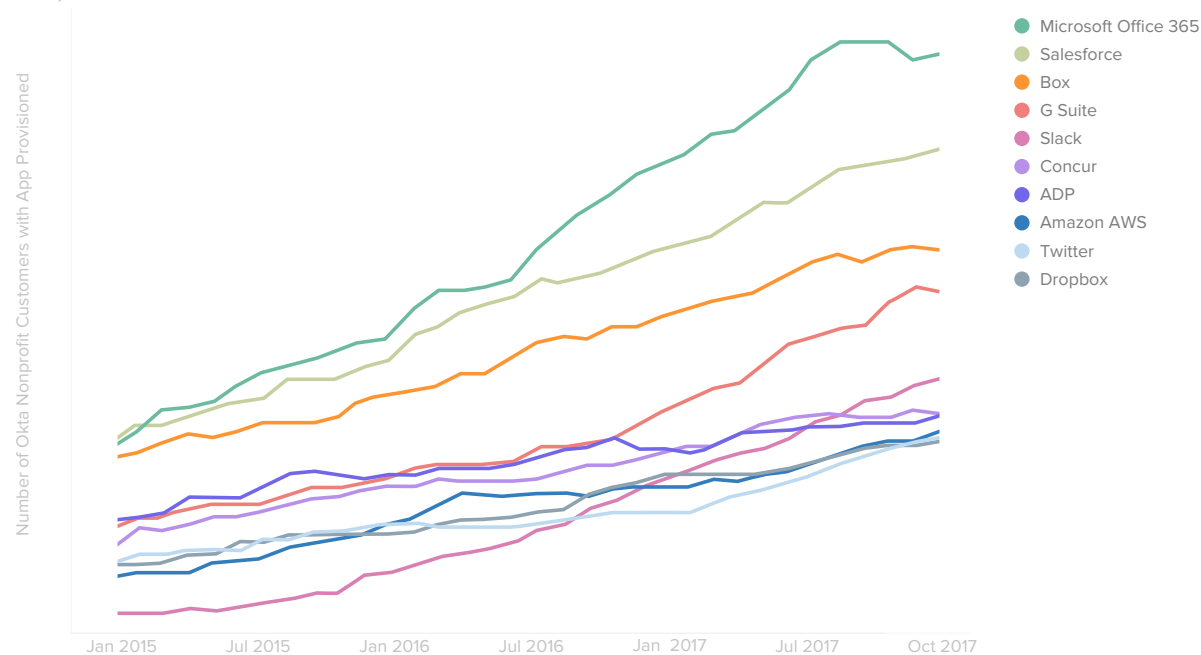
What are the most popular apps among nonprofit customers?

We took a look at the set of applications that nonprofit organizations are using today and found that our nonprofit customers have some notable favorites. For this report, we categorize most popular apps based on those with the largest number of customers with the application provisioned.

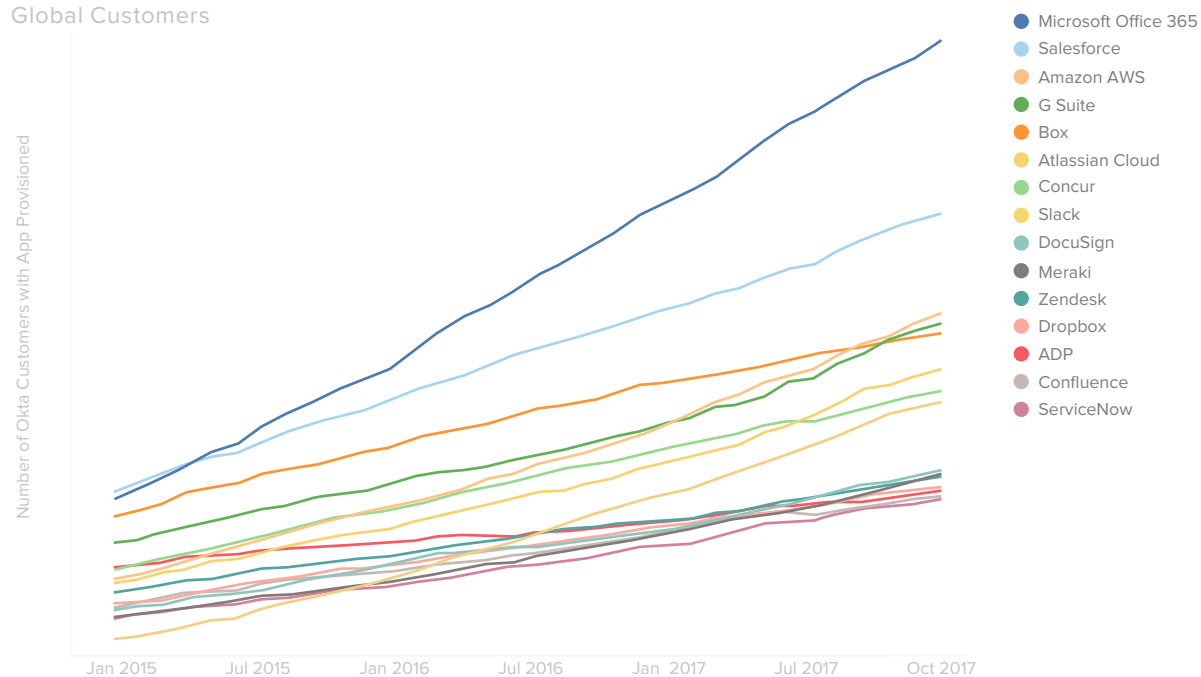## Most Popular Apps

Nonprofit Customers

*Note: This particular set of data looks at apps that are most commonly used by office workers, employees, contractors, partners and customers, versus external-facing patient care.
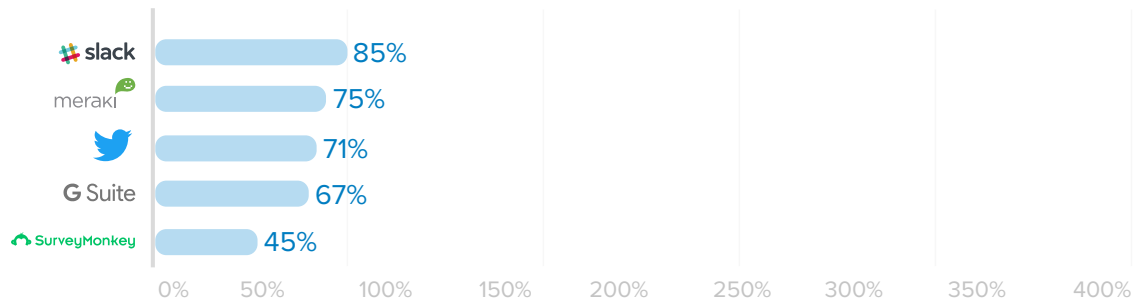
Global Customers

What are the most popular apps among nonprofit customers?

- Similar to our global reports, Microsoft Office 365 and Salesforce dominate the top 2 spots for nonprofit customers, demonstrating the industry's focus on getting mail and core apps in the cloud. But then things get a bit interesting.

- For nonprofits to be successful, employees, donors, volunteers, and program recipients (among others), all need to be well informed. The good news—doing so has never been easier with social media and collaboration tools. And our nonprofit customers are taking advantage of that trend.

  - Compared to Okta's global report, Box and G Suite have traded spots, with Box at #3 and G Suite at #4. But the content collaboration race is hardly over as Dropbox comes in at the 10th most popular app across all nonprofit customers.

  - Messaging app Slack is 5th most popular and fastest growing app among nonprofits. Slack jumped into our global top 10 list last year as the 7th most popular app in our global network.

  - Twitter is the 9th most popular app, and the third fastest growing among Okta's nonprofit customers today, yet it is not a top app or a fastest growing among Okta's global customer base.

- ADP is the seventh most popular app for nonprofits, while it's #13 globally.
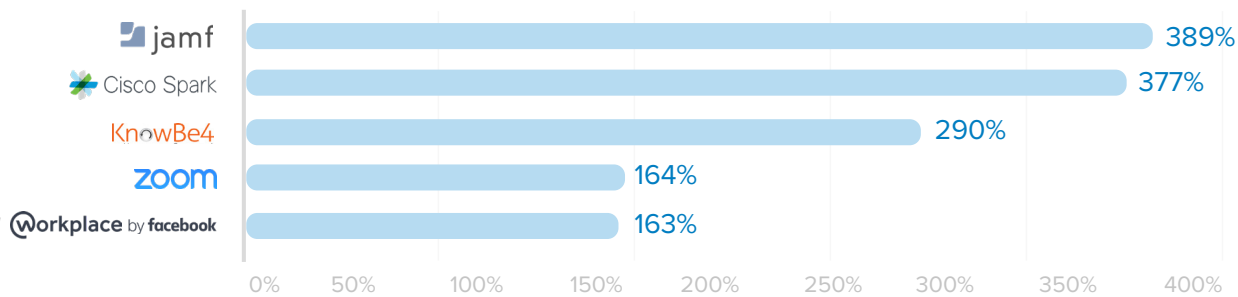
What are the fastest growing apps among nonprofit customers?

Fastest Growing Apps

Nonprofit Customers

App	Growth
slack	85%
meraki	75%
Twitter	71%
G Suite	67%
SurveyMonkey	45%

0% 50% 100% 150% 200% 250% 300% 350% 400%

Global

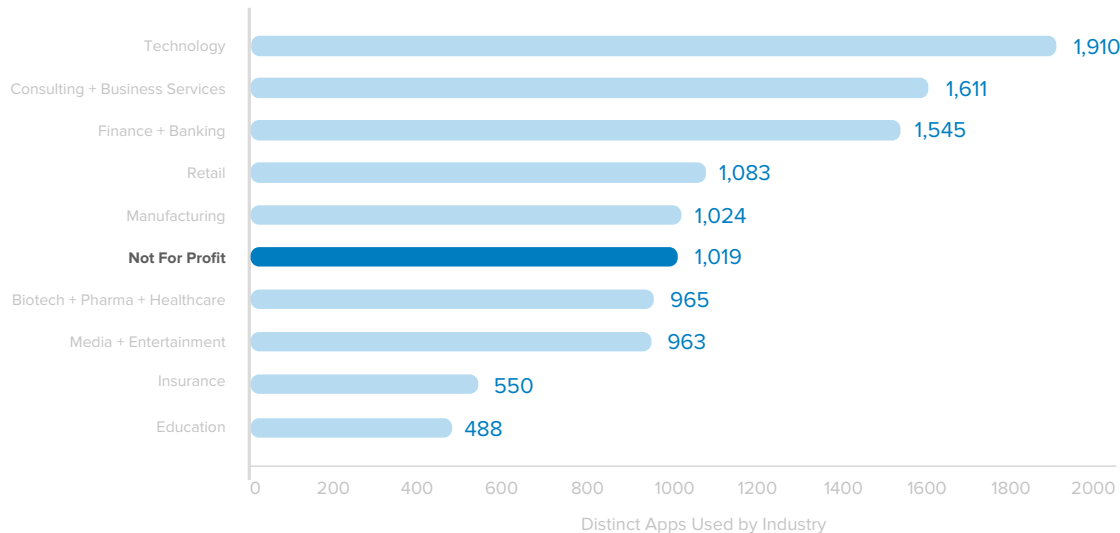| App	Growth
jamf	389%
Cisco Spark	377%
KnowBe4	290%
zoom	164%
Workplace by facebook	163%

0% 50% 100% 150% 200% 250% 300% 350% 400%

Note: This graph shows the change in rank of each app over time based on Okta's number of customers that make that app available to their employees, contractors, partners, and customers. Growth is from 11/1/16 - 10/31/17.
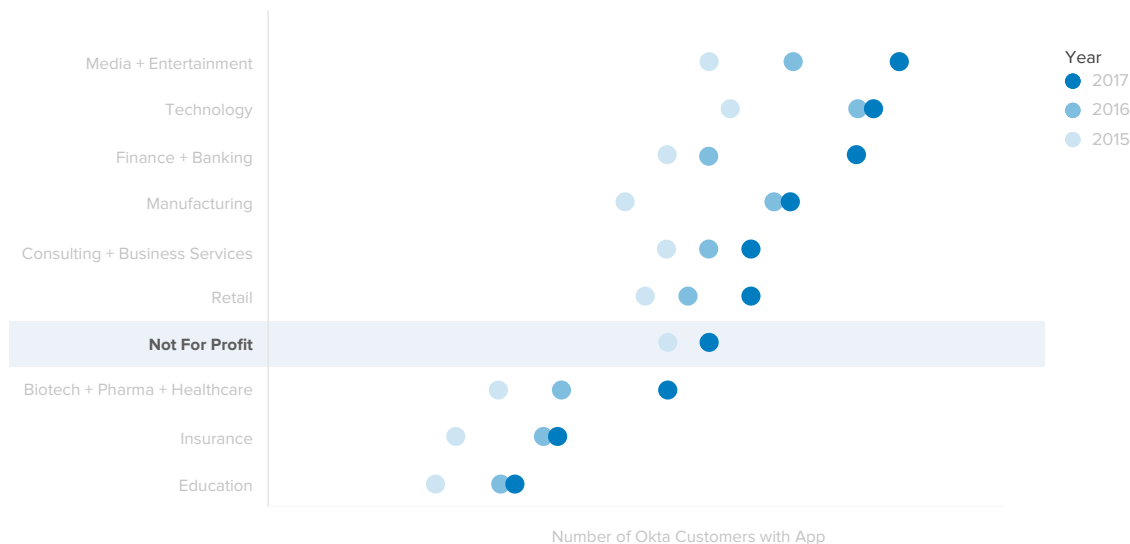
- Slack, the fastest growing collaboration and messaging app globally, demonstrates popularity amongst nonprofit customers, cementing its status as the most popular app of 2017.

- Meraki at #2 is making inroads with nonprofits, enabling organizations to manage enterprise cloud networks.

- SurveyMonkey rounds out our top 5 list as more and more organizations turn to the survey tool to capture feedback from their extended community.

- Nonprofit customers have their favorite apps, and it turns out these apps love giving back too! All ten of the apps in the most popular apps list have also made an explicit commitment to social good. And, five of these companies, including Salesforce, Box, JIRA, and DocuSign, like Okta, have taken the **1% pledge**, leading the new wave of philanthropy.

How many different apps are nonprofit customers using?

Distinct Number of Apps Used, By Industry

Industry	Distinct Apps
Technology	1,910
Consulting + Business Services	1,611
Finance + Banking	1,545
Retail	1,083
Manufacturing	1,024
Not For Profit	1,019
Biotech + Pharma + Healthcare	965
Media + Entertainment	963
Insurance	550
Education	488

Distinct Apps Used by Industry

Median Number of Apps by Industry, Over Time

Year
- 2017
- 2016
- 2015

(Industries listed top to bottom: Media + Entertainment, Technology, Finance + Banking, Manufacturing, Consulting + Business Services, Retail, **Not For Profit**, Biotech + Pharma + Healthcare, Insurance, Education)

Number of Okta Customers with App

Our nonprofit customers aren't just deploying the most popular apps, they're using a wide variety of distinct cloud applications to fit their unique needs. As our nonprofit customers set out to make a difference, they're using 1,019 distinct applications to serve their key constituents.

For Okta customer Team Rubicon, having access to mission-critical applications enables them to quickly deploy employees and volunteers to respond to natural disaster. "We are a digital NGO. We're almost 100% cloud-based {and} we're a very mobile organization," Chief Information

Officer Steve Hunt. "Okta's impact on our ecosystem in terms of integrations with DocuSign, Palantir, and Box greatly influenced why we chose Okta." And they're seeing the impact of having deployed Okta to their employees and volunteers across hundreds of natural disaster sites. "If we work at this together, we all benefit. It's hugely valuable for us to have that intellectual firepower, the exposure, the education, and experience that the SaaS industry brings to us, and the problems that we can bring to them. We both benefit."

How are leaders in the nonprofit industry using Okta?

- City Year is a national nonprofit supporting students in underserved communities. With 3,000 new AmeriCorps members each year, manual provisioning and password reset requests were a time-consuming chore. CIO Welles Hatch and VP of IT Christine Sullivan realized that a reliable identity management solution could help transform the entire organization—securing student data while helping corps members access applications from any device, anywhere. With Okta, City Year has realized $120,000 per year in IT savings and 1,000% ROI. **Learn more about City Year and Okta >**

- With over 60 full-time employees, organizations in four countries and thousands of volunteers ready to deploy disaster areas all over the world, Team Rubicon needed a way to keep its members secure, connected, and as mobile as possible. The team at Team Rubicon deployed the Okta Identity Cloud suite of best-of-breed products to all employees and regional leaders. The organization is much more efficient and secure, and can quickly deploy volunteers across geographic locations, saving and improving more lives than ever before. **Learn more about Team Rubicon and Okta >**

- charity:water works to provide communities in developing countries with clean, safe drinking water. The organization initially relied entirely on donated on-prem infrastructure, however to cut down on maintenance costs and increase agility, it moved to the cloud. To manage nearly 60 cloud applications, charity:water's Head of IT Ian Cook chose the Okta Identity Cloud to improve user productivity and centralize application access. **Learn more about charity:water and Okta >**