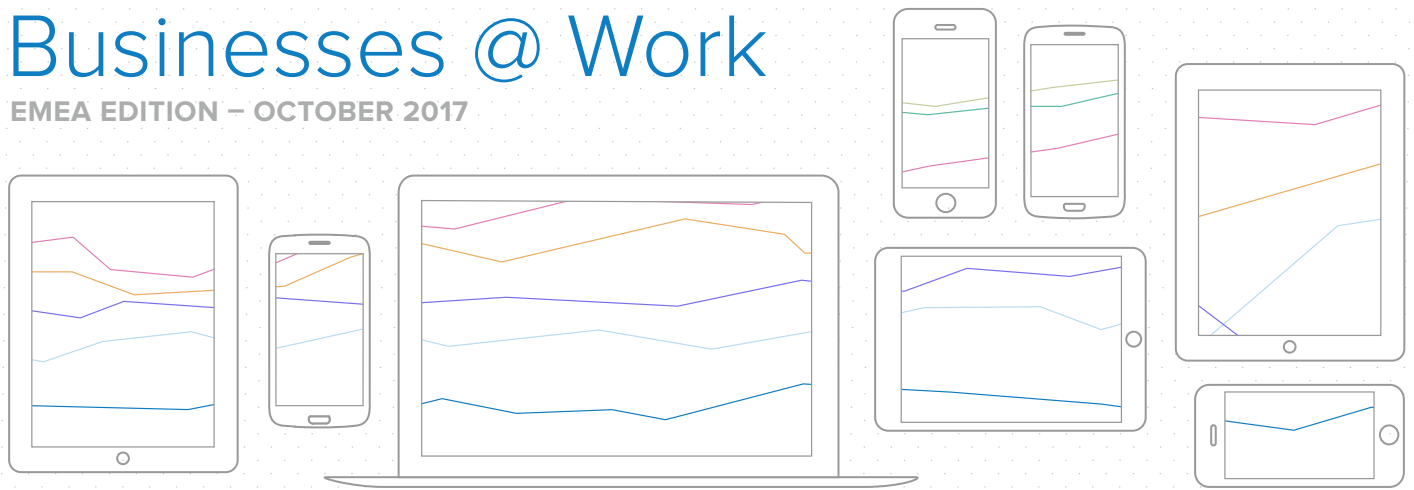# Businesses @ Work

EMEA EDITION – OCTOBER 2017

Businesses @ Work Europe, Middle East and Africa (EMEA) Edition takes an in-depth look into how organisations and people work today — exploring employees, partners, contractors and customers, and the apps and services they use to be productive.

Welcome to Okta's first regional Businesses @ Work report. We've published three global Businesses @ Work reports, releasing our most recent global report in January 2017. You can also find the most popular and fastest growing apps charts updated quarterly on our Businesses @ Work Dashboard. Our reports are abundantly clear: no two regions, organisations, or even people, work in the same way. This report looks at how organisations across EMEA work. What apps, tools, and services are the most (and least) popular? What unique work trends are we seeing throughout the region? When we examined the data and trends across hundreds of EMEA customers, we discovered that EMEA's approach to work is unique in a number of ways. Our data shows that security is clearly top of mind, that businesses are leveraging developer tools to build new apps more than ever before, and that cloud video conferencing is on the rise for the first time.

How did Okta create this report?

To create our reports, we anonymize Okta customer data from our network of thousands of organisations, applications, custom integrations, and millions of daily authentications and verifications from countries around the world. All data in this regional report specifically looks at Okta's customers throughout Europe (including the United Kingdom), the Middle East and Africa, unless otherwise noted. We've also included graphs, charts and data analysis specific to Okta UK customers (these are clearly labelled). As you read this report, keep in mind this data is only representative of Okta's customers, the applications that we connect to, and the ways in which users access these applications through our service.

It's a marathon, not a sprint

First let's state the obvious: Office 365 is leading the pack. It is the most popular application in our network...by a mile. But, the race is far from over with a recent shake-up among the other top apps. G Suite is now the 3rd most popular app in EMEA today, recently passing Salesforce. Notably, G Suite usage grew 46% in the past six months, compared to Office 365, which only grew 27% in the same time period. AWS has also seen a significant increase in customer adoption. It's the second most popular integration in our network today, with 32% growth in the past six months.

G Suite vs. Office 365: to stack or not to stack

Our data shows that G Suite and Office 365 customers in EMEA are employing very different app strategies as they build their cloud ecosystems. While G Suite customers use an average of 15 applications via Okta, Office 365 customers only use 11 (36% fewer apps). G Suite customers are employing a best-of-breed app strategy, while Office 365 customers are investing not just in email, but in the entire Microsoft stack.

Modern workplaces demand modern collaboration tools

When it comes to business, it's OK to pick favorites. Organisations are doing just that with collaboration tools. While our data shows video conferencing has historically been the least popular app category in our EMEA network, the tide appears to be turning. Cloud video conferencing application, Zoom, was the fastest growing app in our network over the past six months with 87.5% growth. Why the sudden, explosive growth? According to Oded Gal, Head of Product at Zoom, "Video conferencing has historically been bandwidth intensive, and therefore was impractical in many parts of EMEA where Internet architecture was not yet fully penetrated. Fortunately, there have been significant investments in developing networks in the EMEA region. Zoom also works well in low-bandwidth environments, giving us a jumpstart in the region. EMEA is also beginning to recognize the benefits of cloud communications – chief among them: versatility,

scalability, and value." It's not just Zoom that's taking off in the collaboration space. Slack's reign in the messaging space continues. Today, Slack has more than three times the number of integrations of any other messaging or collaboration app in EMEA.

EMEA CIOs are moving fast (and not breaking things) to comply with GDPR and fight new threats

While the GDPR won't be enforced until May 2018, it's clearly on the minds of EMEA business leaders. According to a recent survey by Egress Software Technologies, 73.5% of CIOs are committed to tightening their data sharing practices in response to the GDPR. Our data shows signs that this is already happening. Since the GDPR was announced, adoption of Okta Lifecycle Management (which ensures accurate entitlement upon provisioning) has notably increased. And it's not just the GDPR that organisations are thinking about. Significant changes to the overall threat landscape, an increasing number of people-based attacks, and credential phishing are accelerating MFA adoption and prompting companies to invest more in key security apps like Mimecast, which grew 141% among our EMEA customer base year-over-year.

Grab your tool belts: apps for developers take off

In our January global Businesses @ Work report, we discussed the powerful role that technology is playing across organisations. More and more companies are taking control of their own "digital transformations" by managing developer tools and projects in-house. And EMEA is leading the way. 47% of EMEA customers in our network use at least one developer tool today, more than in North America or APAC. New Relic was the fastest growing developer tool the past six months in EMEA, with 58% growth, followed by GitHub and Jira, which grew 39% and 21% respectively.
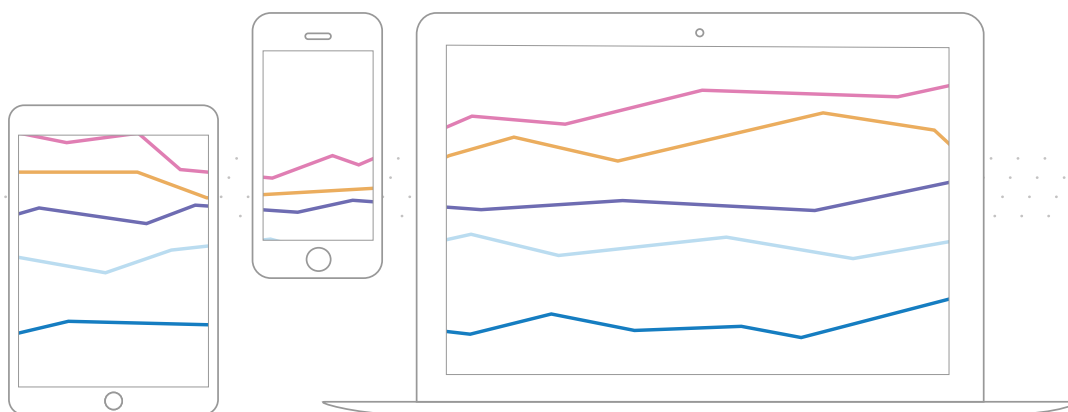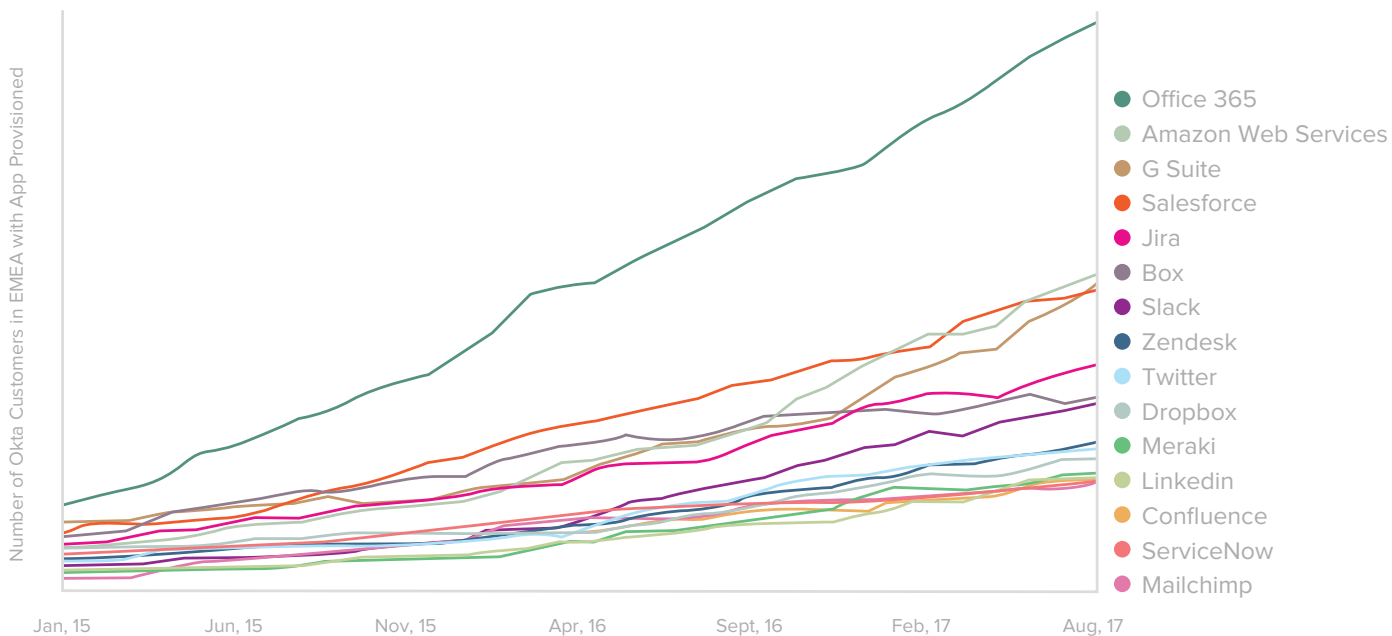
WHAT ARE THE MOST POPULAR APPS?

It's a marathon, not a sprint

First, let's state the obvious: Office 365 is the most popular app in our network in both EMEA and the UK. More than 50% of both EMEA and UK customers use Office 365 today. But, the race is far from over with a recent shake-up among the other top apps.
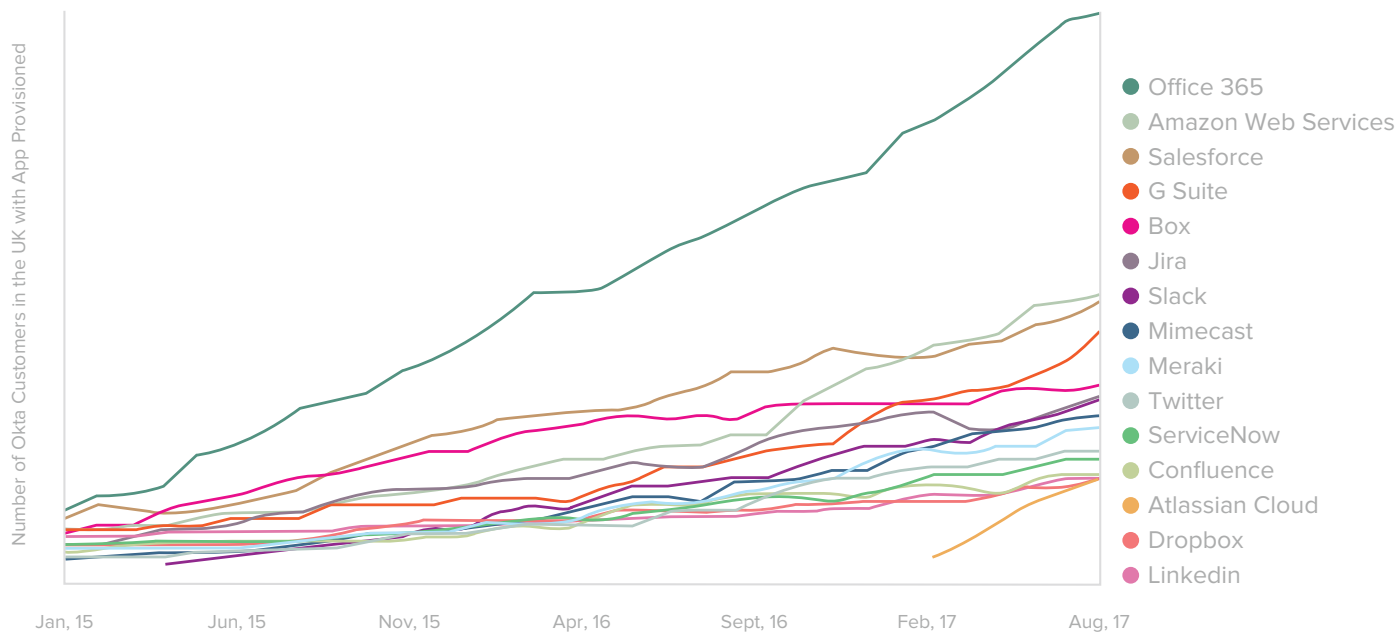
G Suite is now the 3rd most popular app in EMEA (recently passing Salesforce) and 4th most popular in the UK. Additionally, G Suite is the 5th fastest growing app in EMEA, with 46% growth in the past six months, compared to Office 365 which grew 27% in the same time period. In the UK, G Suite is the fastest growing app with 45% growth in the past six months, compared to Office 365 which grew 28%.

AWS has also seen a significant increase in customer adoption, and today is the second most popular app in both EMEA and the UK. AWS grew 32% over the past six months in both EMEA and the UK. We anticipate AWS' traction in both regions will continue, especially as Amazon invests in the region. AWS' recent rise in Okta's network correlates with the December 2016 launch of its London data centre, its third in Europe. As Amazon CTO Werner Vogels declared on his blog, "with the launch of the AWS Europe (London) Region, AWS can enable many more UK enterprise, public sector and startup customers to reduce IT costs, address data locality needs, and embark on rapid transformations in critical new areas."

Most Popular Apps - EMEA

Number of Okta Customers in EMEA with App Provisioned

- Office 365
- Amazon Web Services
- G Suite
- Salesforce
- Jira
- Box
- Slack
- Zendesk
- Twitter
- Dropbox
- Meraki
- Linkedin
- Confluence
- ServiceNow
- Mailchimp

Jan, 15 Jun, 15 Nov, 15 Apr, 16 Sept, 16 Feb, 17 Aug, 17

Most Popular Apps - UK

Number of Okta Customers in the UK with App Provisioned

- Office 365
- Amazon Web Services
- Salesforce
- G Suite
- Box
- Jira
- Slack
- Mimecast
- Meraki
- Twitter
- ServiceNow
- Confluence
- Atlassian Cloud
- Dropbox
- Linkedin

Jan, 15 Jun, 15 Nov, 15 Apr, 16 Sept, 16 Feb, 17 Aug, 17

What are the fastest growing apps?

Fastest Growing Apps - EMEA
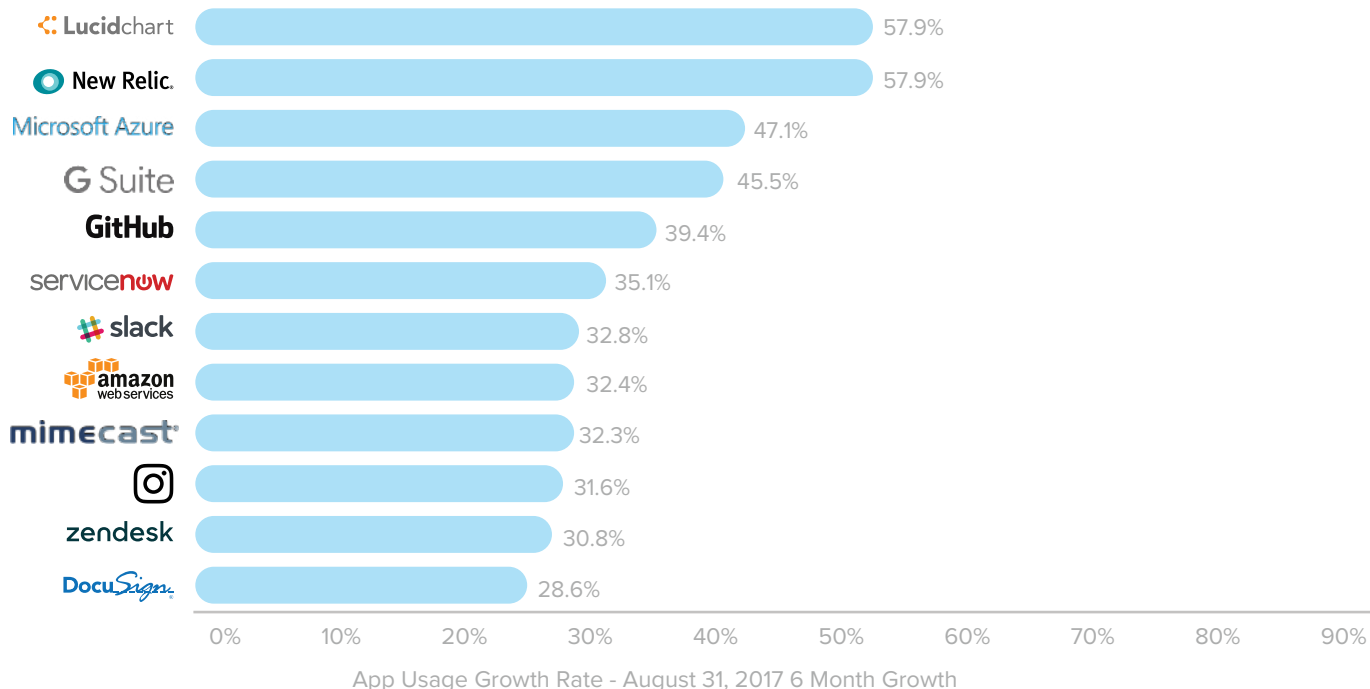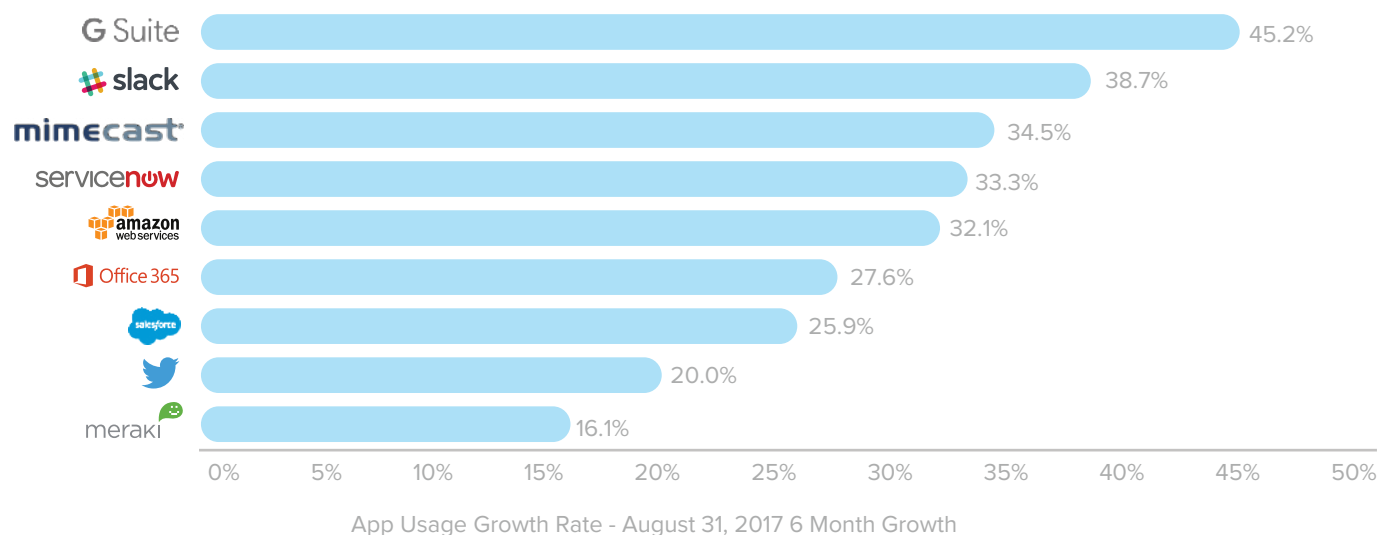
App	Growth
Lucidchart	57.9%
New Relic	57.9%
Microsoft Azure	47.1%
G Suite	45.5%
GitHub	39.4%
servicenow	35.1%
slack	32.8%
amazon web services	32.4%
mimecast	32.3%
Instagram	31.6%
zendesk	30.8%
DocuSign	28.6%

App Usage Growth Rate - August 31, 2017 6 Month Growth

Fastest Growing Apps - UK

App	Growth
G Suite	45.2%
slack	38.7%
mimecast	34.5%
servicenow	33.3%
amazon web services	32.1%
Office 365	27.6%
salesforce	25.9%
Twitter	20.0%
meraki	16.1%

App Usage Growth Rate - August 31, 2017 6 Month Growth

G Suite vs. Office 365: to stack, or not to stack

Office 365 and G Suite have long secured the top two spots in the cloud email category. And as mentioned above, Office 365 has a significant lead within our customer base over G Suite. The app remains the most popular in our network, with 38% of EMEA customers using it exclusively, compared to 13% for G Suite. Interestingly, 15% of EMEA customers are using both applications.

Percentage of EMEA Customers Using Office 365, G Suite, or Both

Both	15%
Google Apps	13%
Office 365	38%

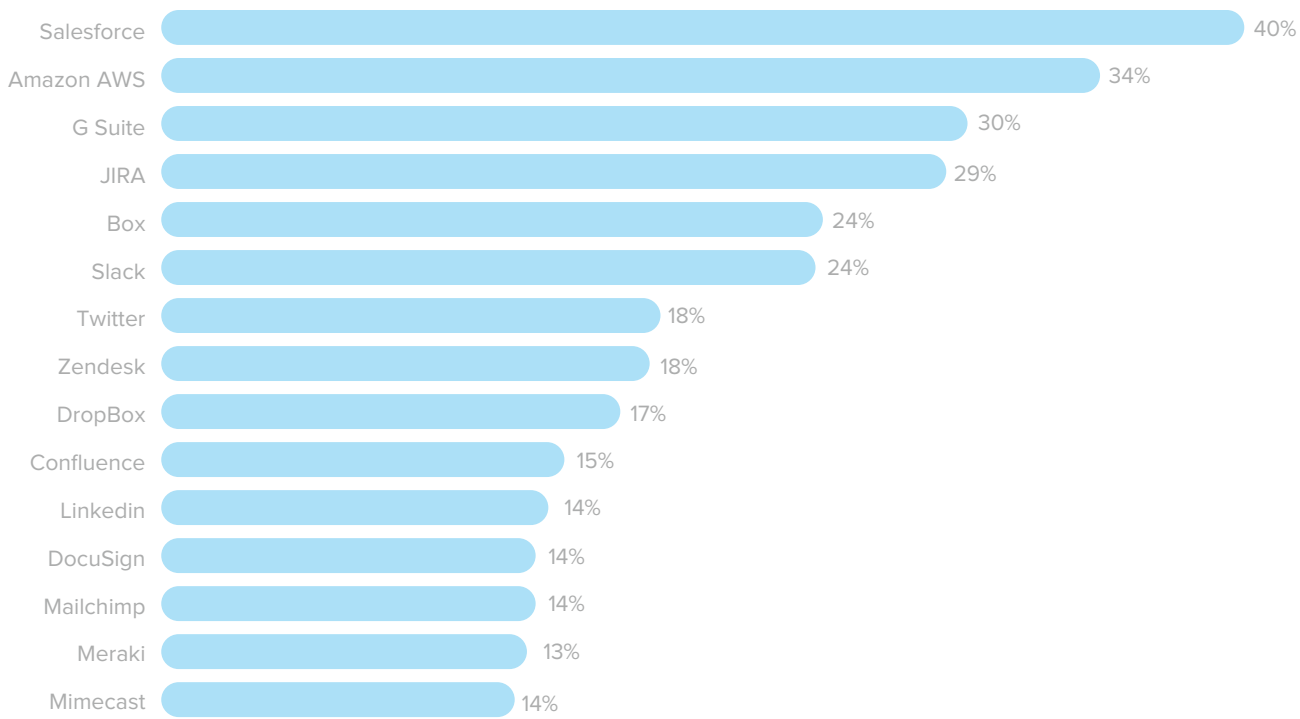0% 5% 10% 15% 20% 25% 30% 35% 40%
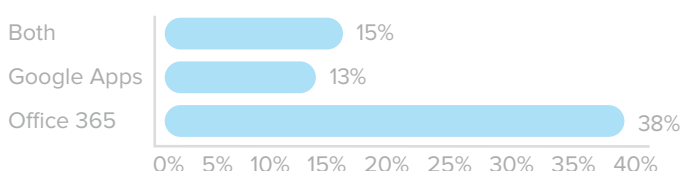
Office 365 and G Suite are often positioned as fierce, head-to-head competitors. But, our data shows that may not be the case. Apart from the fact that a healthy segment of organisations in EMEA use both applications simultaneously, our data also shows that the app profiles of Office 365 and G Suite customers are quite different both in terms of quantity and apps most commonly used. On average, Office 365 customers use 36% fewer applications than G Suite customers. The median number of integrations for a G Suite customer is 15, compared to 11 for an Office 365 customer. This is likely because Office 365 customers aren't purchasing Office 365 with email solely in mind. They leverage other products that often come

bundled with the Microsoft stack, including Azure, OneDrive for Business, Teams, and Dynamics CRM. In contrast, G Suite customers are more likely to use a multi-vendor best-of-breed strategy as they build out their application ecosystems.
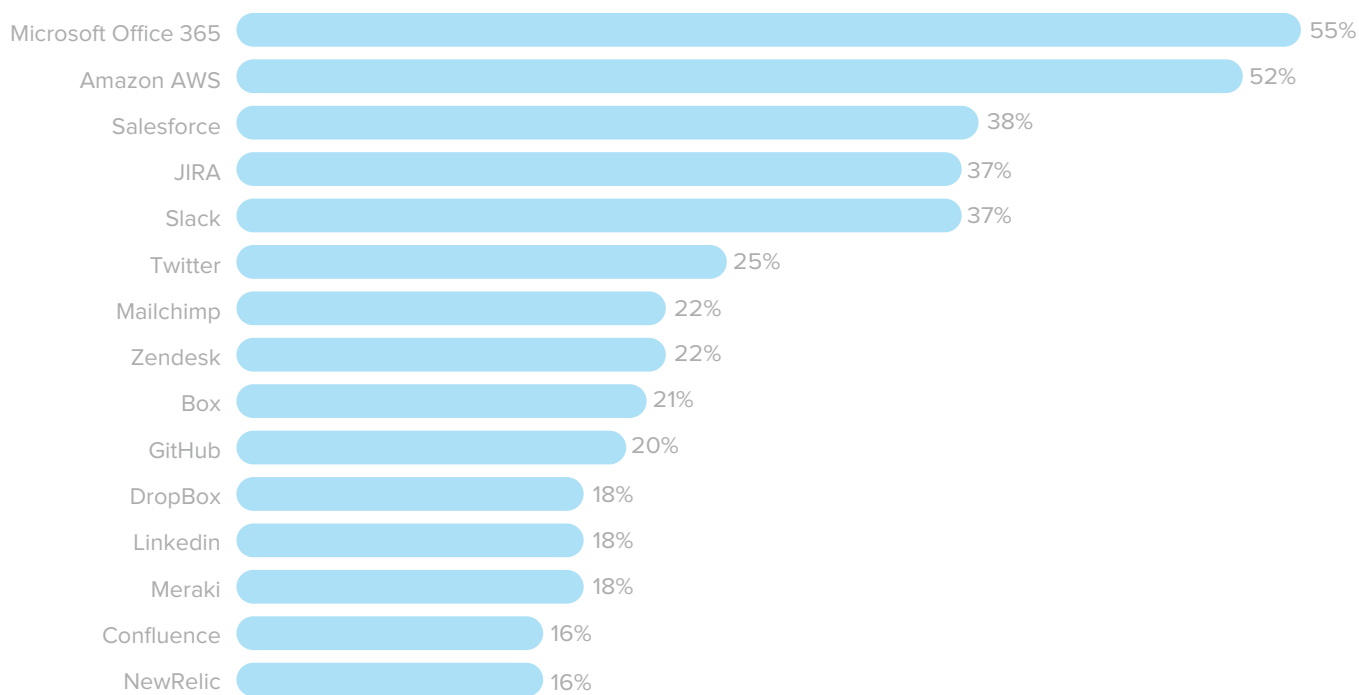
We also looked at the top apps used by G Suite customers in EMEA and those used by Office 365 customers. Our data revealed some interesting findings:
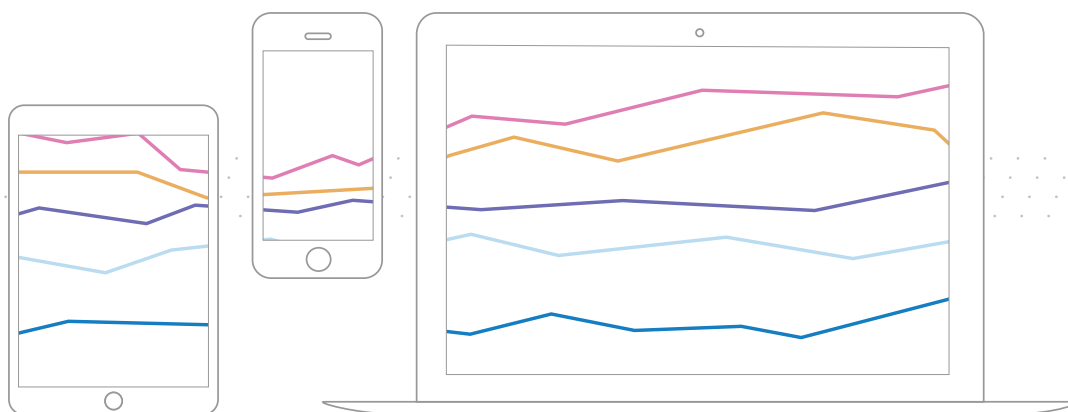
- Not all customers are making an "either/or" decision between these two apps. In fact, Office 365 is the most common application used by G Suite customers, with 55% usage.

- 37% of G Suite customers use Slack for messaging and collaboration today, while only 25% of Office 365 customers do. Will Slack be able to maintain its usage among Office 365 customers as Microsoft Teams ramps up? Only time will tell…

- Box and Dropbox are among the top 15 most popular apps for both Office 365 and G Suite customers. This is especially interesting given that they each have their own file sharing functionality (Google Drive and OneDrive).

![okta]

Popular Other Apps for Customers with G Suite and/or Office 365 - EMEA

App	%
Salesforce	40%
Amazon AWS	34%
G Suite	30%
JIRA	29%
Box	24%
Slack	24%
Twitter	18%
Zendesk	18%
DropBox	17%
Confluence	15%
Linkedin	14%
DocuSign	14%
Mailchimp	14%
Meraki	13%
Mimecast	14%

Popular Other Apps for Customers with G Suite and/or Office 365 - UK

App	%
Microsoft Office 365	55%
Amazon AWS	52%
Salesforce	38%
JIRA	37%
Slack	37%
Twitter	25%
Mailchimp	22%
Zendesk	22%
Box	21%
GitHub	20%
DropBox	18%
Linkedin	18%
Meraki	18%
Confluence	16%
NewRelic	16%

WHAT COLLABORATION TOOLS ARE TRENDING?

Cloud video conferencing is on the rise

There are undeniable benefits of video conferencing: it's efficient, can lead to significant cost savings with respect to travel, and is often more convenient for end-users, to name a few. And in today's transient world, these benefits continue to increase. According to Forrester Research, "Videoconferencing is experiencing a renaissance. Millennials enter the workforce with consumer-level expectations, and enterprises fall short. This technology allows organisations to flatten their structure, drive a collaborative culture, and attract and retain talent".[1]

Despite its benefits, cloud video conferencing historically hasn't been as popular in EMEA and the UK as it has been globally. According to our data, video conferencing is the least popular app category in EMEA today and 9th (second to last) in the UK. By comparison, it's the 5th most popular app category across Okta's global customer base; behind core app categories like email, sales and marketing, content collaboration, and developer tools.

So, why hasn't video conferencing taken off in EMEA? There are a couple of possible explanations. Firstly, many organisations (and in turn their workers) may be frustrated with the functionality and ease of use of yesterday's video conferencing solutions. According to Oded Gal, Head of Product at Zoom, "video conferencing has historically been bandwidth intensive, and therefore was impractical in many parts of EMEA where Internet architecture was not yet fully penetrated." Another possible explanation is that EMEA hasn't adopted cloud-based video
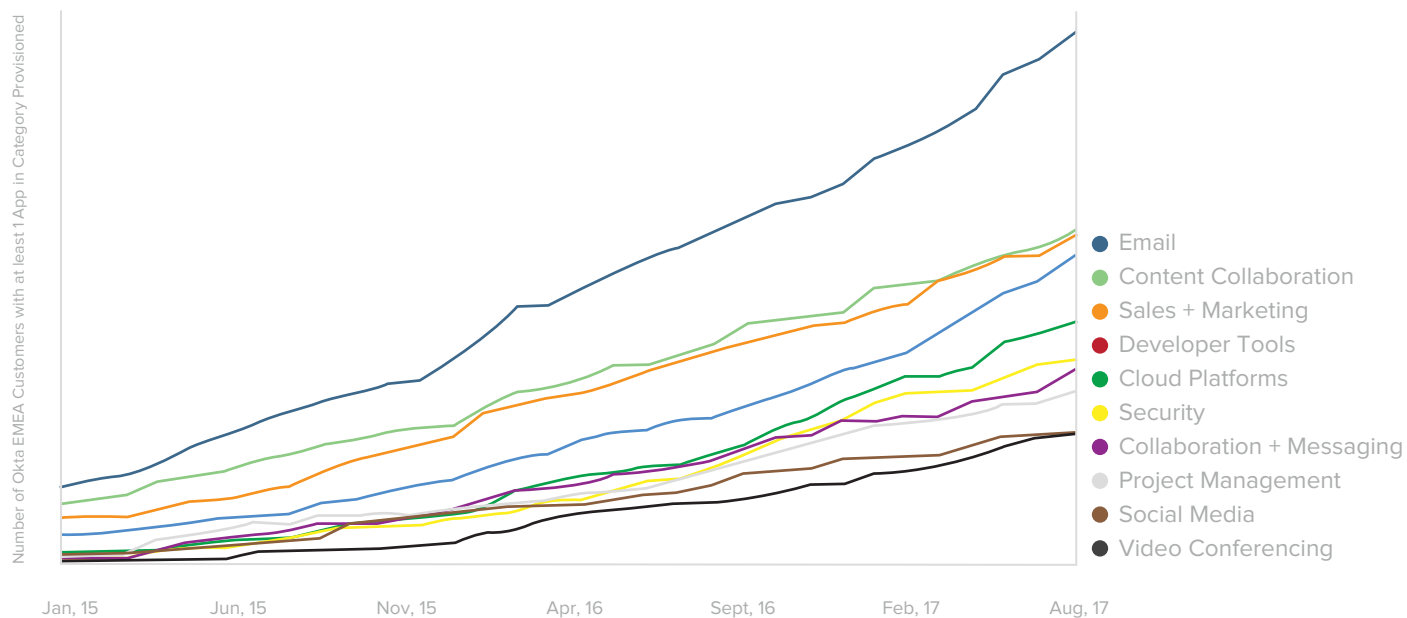
communications at the same rate. Until recently, on-premises providers have been largely unchallenged in the market.

Our data suggests that the tide is turning. Zoom was the fastest growing app (by far) in EMEA the past six months, with 87.5% growth. (It was also the fastest growing app in our January 2017 global Businesses @ Work report). Why? According to Gal, "there have been significant investments in developing networks in this region. Not to mention, EMEA is beginning to recognize the benefits of cloud communications — chief among them: versatility, scalability, and value." We anticipate this app category to become much more popular in EMEA!
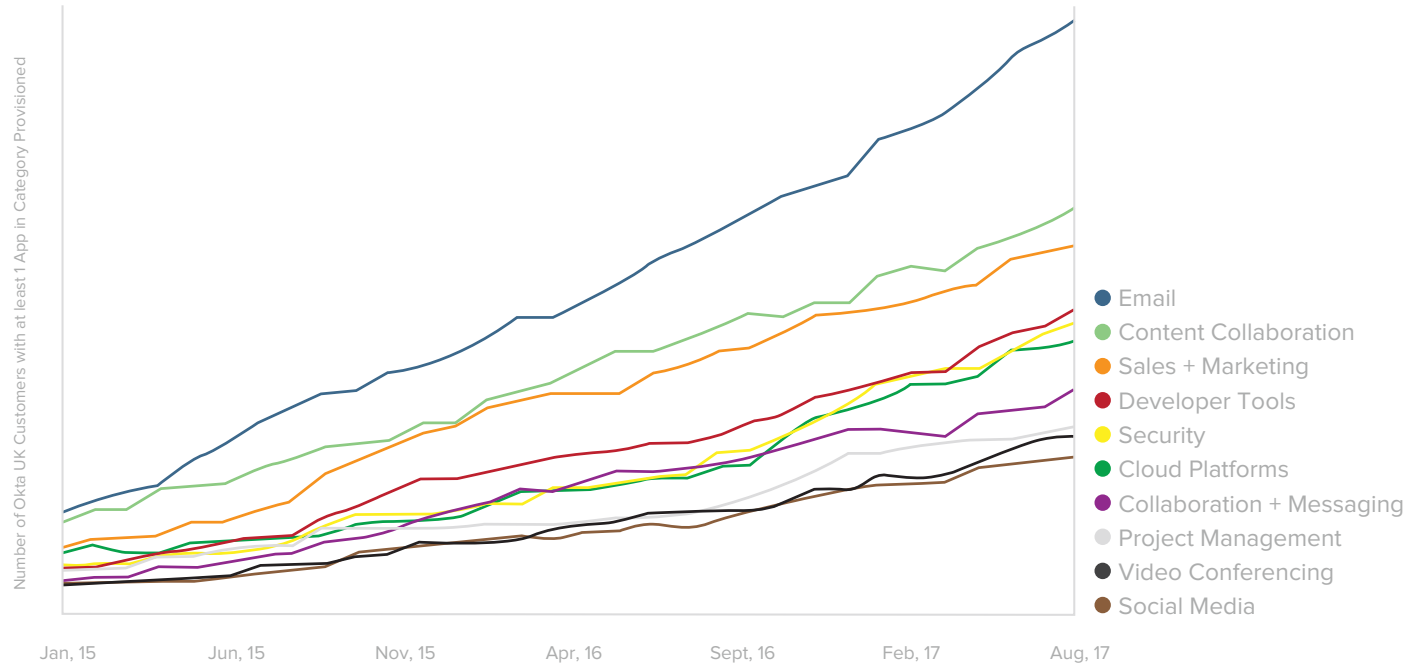
[1] TechRadar: Video Technologies, Q3 2017, Forrester Research, Inc., September 2017
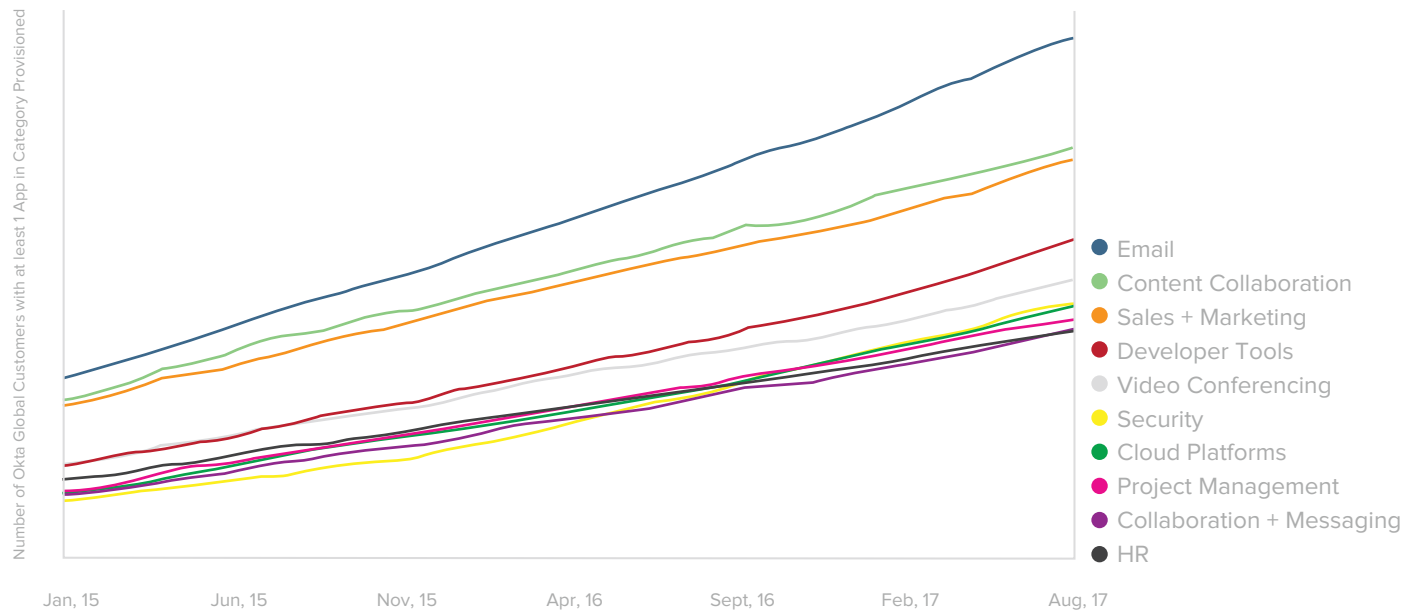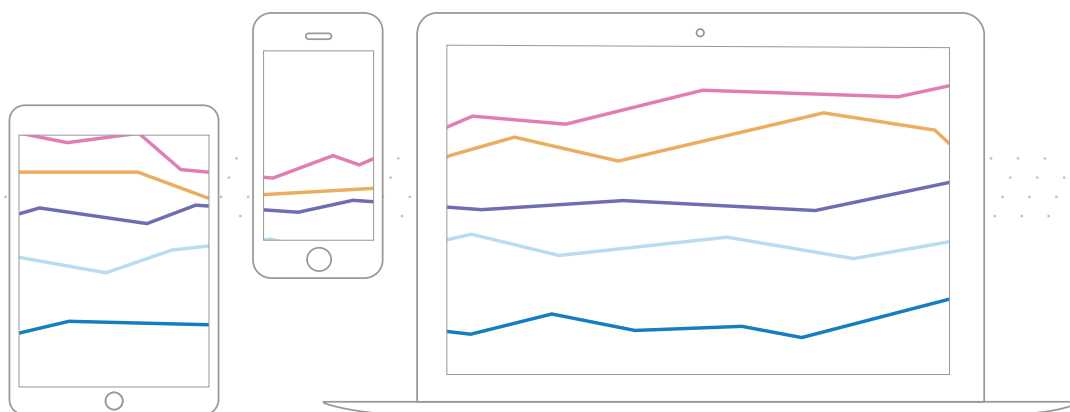
Most Popular App Categories - EMEA

Number of Okta EMEA Customers with at least 1 App in Category Provisioned

- Email
- Content Collaboration
- Sales + Marketing
- Developer Tools
- Cloud Platforms
- Security
- Collaboration + Messaging
- Project Management
- Social Media
- Video Conferencing

Jan, 15   Jun, 15   Nov, 15   Apr, 16   Sept, 16   Feb, 17   Aug, 17

Most Popular App Categories - UK

Number of Okta UK Customers with at least 1 App in Category Provisioned

- Email
- Content Collaboration
- Sales + Marketing
- Developer Tools
- Security
- Cloud Platforms
- Collaboration + Messaging
- Project Management
- Video Conferencing
- Social Media

Jan, 15   Jun, 15   Nov, 15   Apr, 16   Sept, 16   Feb, 17   Aug, 17

Most Popular App Categories - Global

Number of Okta Global Customers with at least 1 App in Category Provisioned

- Email
- Content Collaboration
- Sales + Marketing
- Developer Tools
- Video Conferencing
- Security
- Cloud Platforms
- Project Management
- Collaboration + Messaging
- HR

Jan, 15   Jun, 15   Nov, 15   Apr, 16   Sept, 16   Feb, 17   Aug, 17

WHAT COLLABORATION TOOLS ARE TRENDING?

Slack's reign continues

Slack continues to crush its competition with more than three times the number of integrations of any other messaging or collaboration app across Okta's EMEA customer base. It's the 7th most popular app in both EMEA and the UK. Even at the height of its success, Slack grew its EMEA customer base 33% in the last six months alone. And we'd only expect that to continue across the EMEA region with Slack's recent foreign language support announcement — Slack is now available in French, German, and Spanish.

But incumbents refuse to call the race. Both Microsoft and Atlassian are making meaningful pivots in the market. Microsoft, who acquired Skype for $8.5

billion in 2011, recently announced that it is phasing out Skype and going all-in on Microsoft Teams. They're encouraging Skype business customers to move to Teams as their messaging alternative. And in September, Atlassian announced the launch of its new product, Stride, as a direct response to Slack's success.

Workplace by Facebook, is also gaining traction across the EMEA region, with impressive 33% growth (the same as category leader Slack) over the past six months. We'll be keeping a close eye on this one.

Popular Messaging and Collaboration Apps Over Time
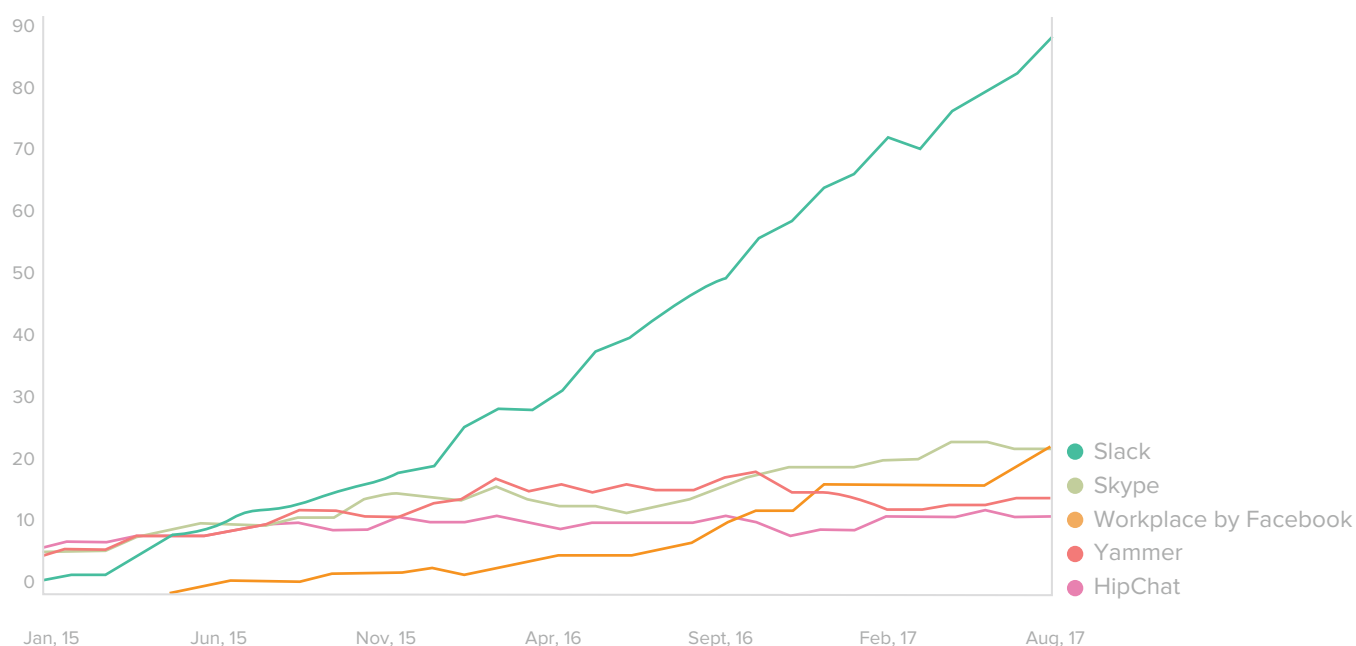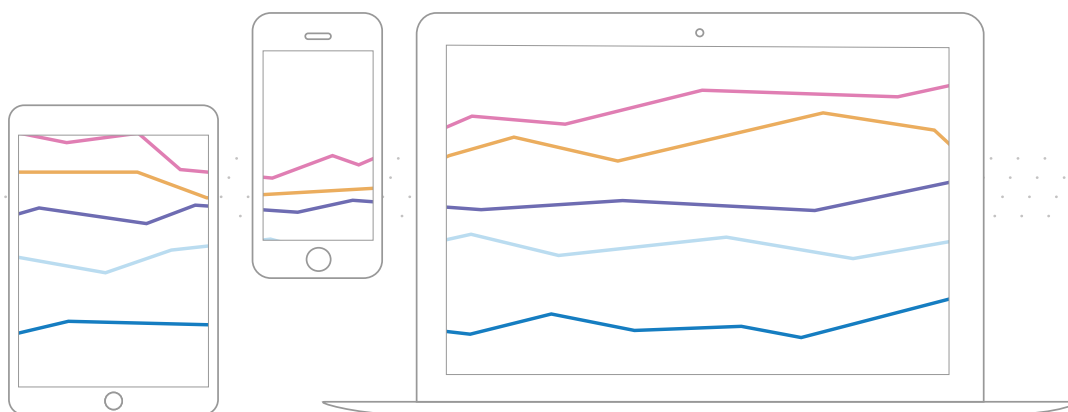
- Slack
- Skype
- Workplace by Facebook
- Yammer
- HipChat

Security is top of mind

According to a survey by Egress Software Technologies, 87% of CIOs said they are concerned that their organisation's current information security policies are insufficient to comply with the General Data Protection Regulation's requirements (the "GDPR"). The GDPR was formally adopted in April 2016. It's designed to regulate how organisations collect, process, and store personal information about EU individuals. The scope of the regulation is broad. Personal data includes information that identifies an EU individual, ranging from someone's name, to their email address, to a mobile phone device identifier. And, it applies to any organisation — whether or not they're located in the European Union — that processes information from EU individuals. While the regulation isn't enforceable until May 2018, our data shows that organisations are preparing for it now.
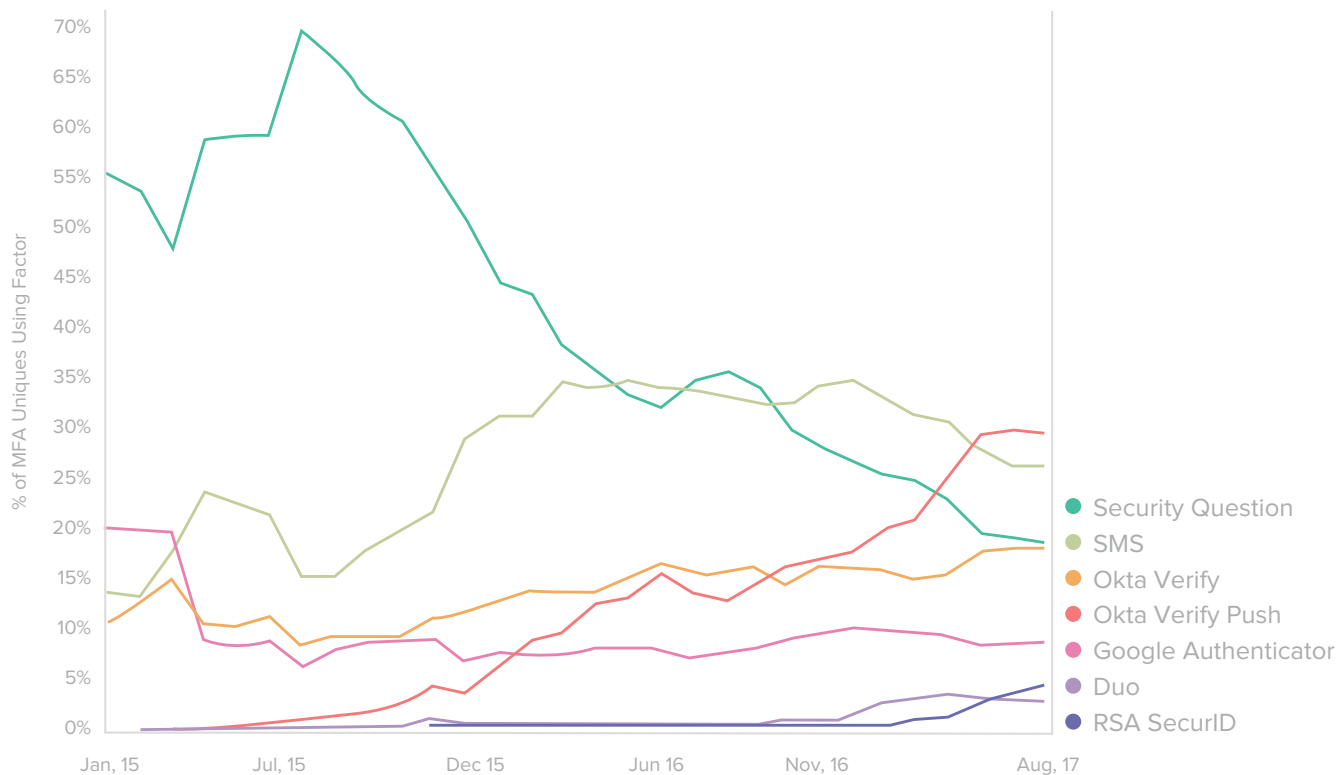
But it's not just the GDPR that's top of mind. The security stack we've long known and grown to trust is becoming increasingly ineffective. In today's world, organisations have more data, and more people in more locations than ever before. They have less control over users, the networks they work from and the devices they use to conduct business. The safeguards organisations have invested in at the network layer are lost when users work off-network, as are endpoint protections when they've been adapted to the demands of BYOD. And hackers know it. They've shifted attacks from infrastructure-based to people-based. Social engineering is on the rise and credential phishing reigns supreme. According to Verizon's 2017 Data Breach Investigations Report, 81% of today's breaches involve either stolen and/or weak passwords.
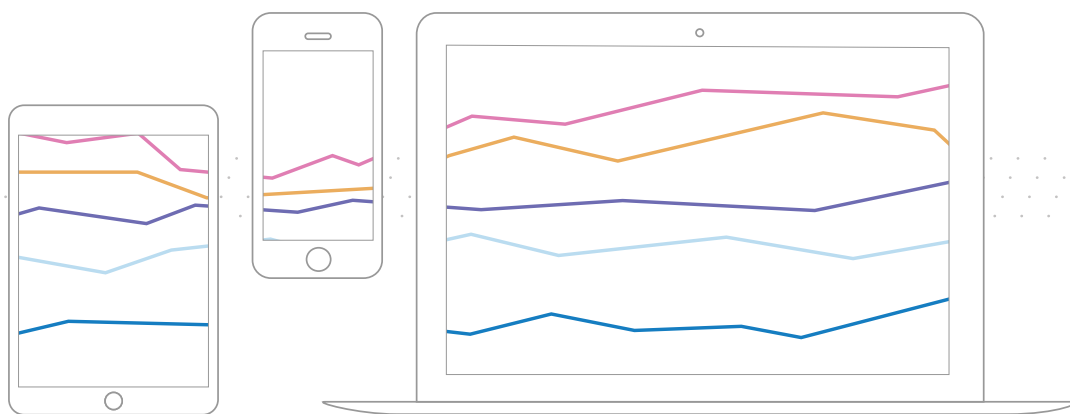
Our data shows that organisations are taking action in several ways. They're adding key security apps to their cloud ecosystems. Email security and archiving company Mimecast was one of the fastest-growing apps in both EMEA and the UK the past six months. Mimecast's year-over-year growth among our users is even more impressive — 141% in EMEA and 129% in the UK.

Since the GDPR was announced in April 2016, the change in percentage of EMEA customers using Okta Lifecycle Management has notably increased. Organizations use Lifecycle Management to ensure accurate entitlement upon provisioning, which will become even more critical when the GDPR is enforceable. Often, when employees change roles within a company, they retain access to data they no longer have a "business requirement" to view. Under the GDPR, this unnecessary exposure to personal information can lead to heavy monetary fines, depending on the circumstances.

Organisations are also more frequently enabling Multi-factor Authentication; and, they're increasingly choosing more secure factors. While having some form of second factor authentication in place is always better than not, some factors are more resilient to attacks than others. As phishing attacks in particular become more sophisticated, we're seeing customers move from lower assurance factors – like the security question and SMS – to factors that provide higher levels of assurance, like Okta Verify with Push.

Trend of Verification Factors by Percent of Users - EMEA

Legend:
- Security Question
- SMS
- Okta Verify
- Okta Verify Push
- Google Authenticator
- Duo
- RSA SecurID

Y-axis: % of MFA Uniques Using Factor (0% to 70%)
X-axis: Jan, 15 — Jul, 15 — Dec 15 — Jun 16 — Nov, 16 — Aug, 17

WHAT ARE THE MOST POPULAR DEVELOPER TOOLS?
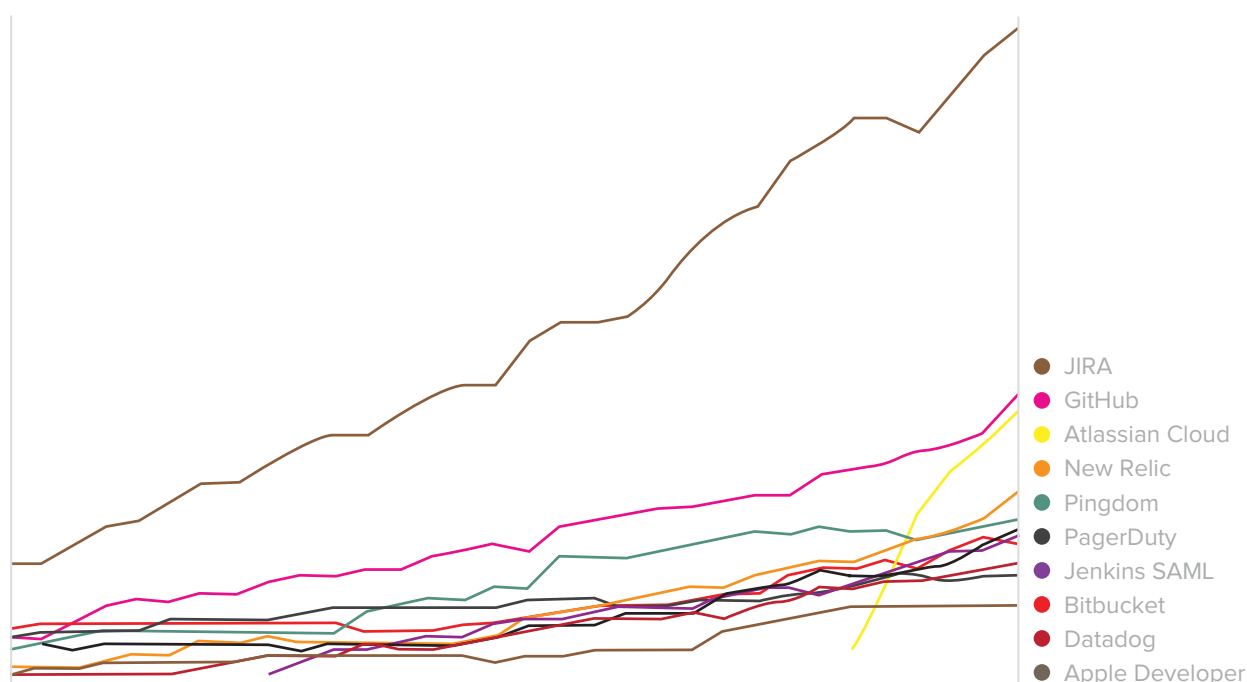
Apps for developers take off

As we discussed in our January global Businesses @ Work report, to survive in today's world, every company needs to become a technology company. Your digital presence is a key growth factor for your business today. Increasingly, companies are acting on this. Managing developer tools and projects in-house has become a high priority for businesses. It allows organisations to take the reins of their own digital transformation.

So, how many EMEA organisations are using in-house developer tools? Lots, it turns out! Nearly 50%

of EMEA customers use at least one developer tool today, indicating that customers are building their own apps. In fact, EMEA is the global leader in the adoption of developer tools compared to APAC and North America. Additionally, developer tools are the fastest growing app category in EMEA, with 44.1% growth in the past six months. And, we expect EMEA's lead to continue as more companies are using developer tools than ever before.

Popular Developer Tools Over Time

- JIRA
- GitHub
- Atlassian Cloud
- New Relic
- Pingdom
- PagerDuty
- Jenkins SAML
- Bitbucket
- Datadog
- Apple Developer

Note: For the purposes of this report, Atlassian Cloud refers to the unified account identity across both Jira Cloud and Confluence Cloud products as announced in May 2017.

okta