

# Businesses at Work 2022

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EMEA Headquarters

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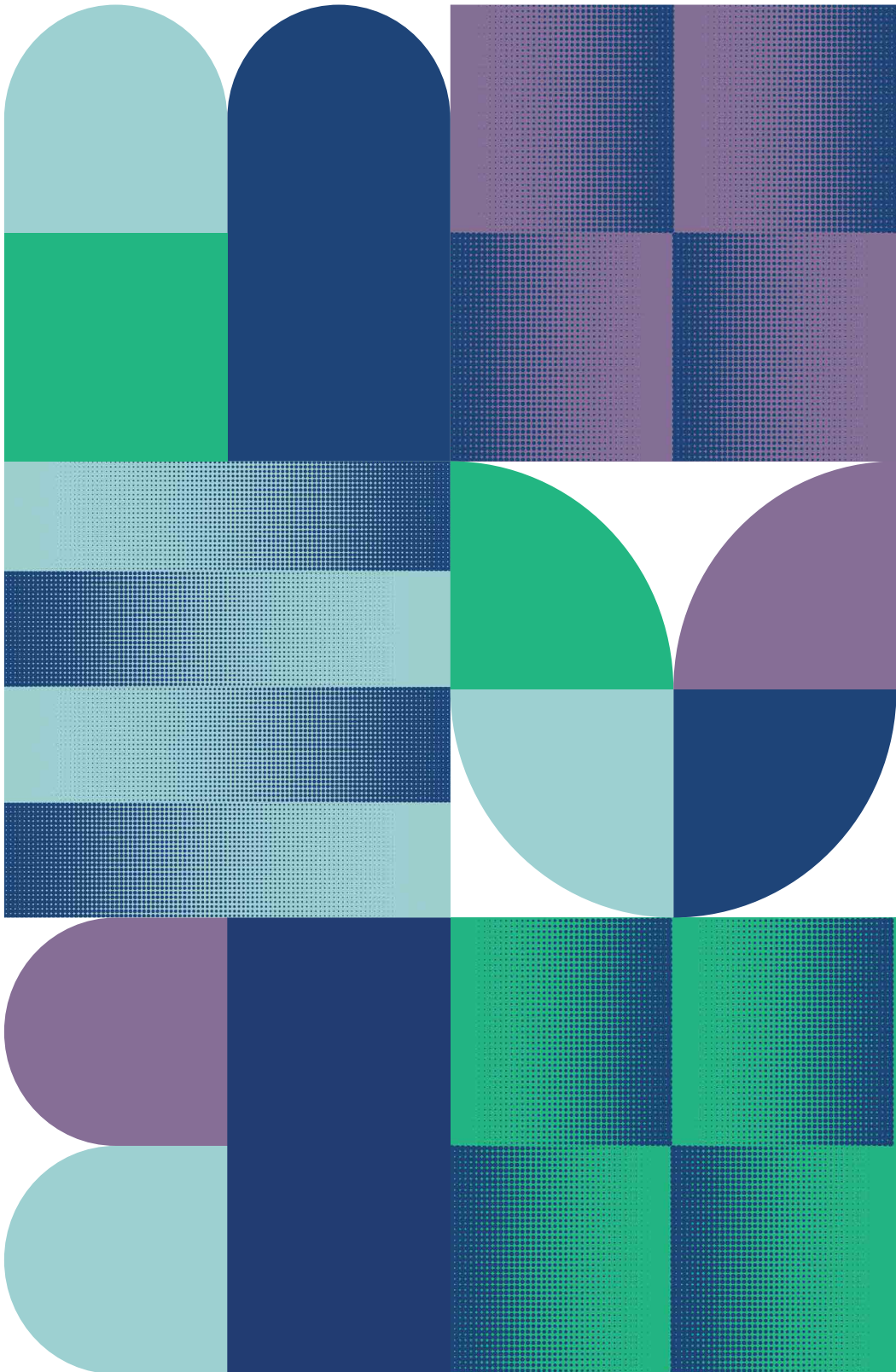
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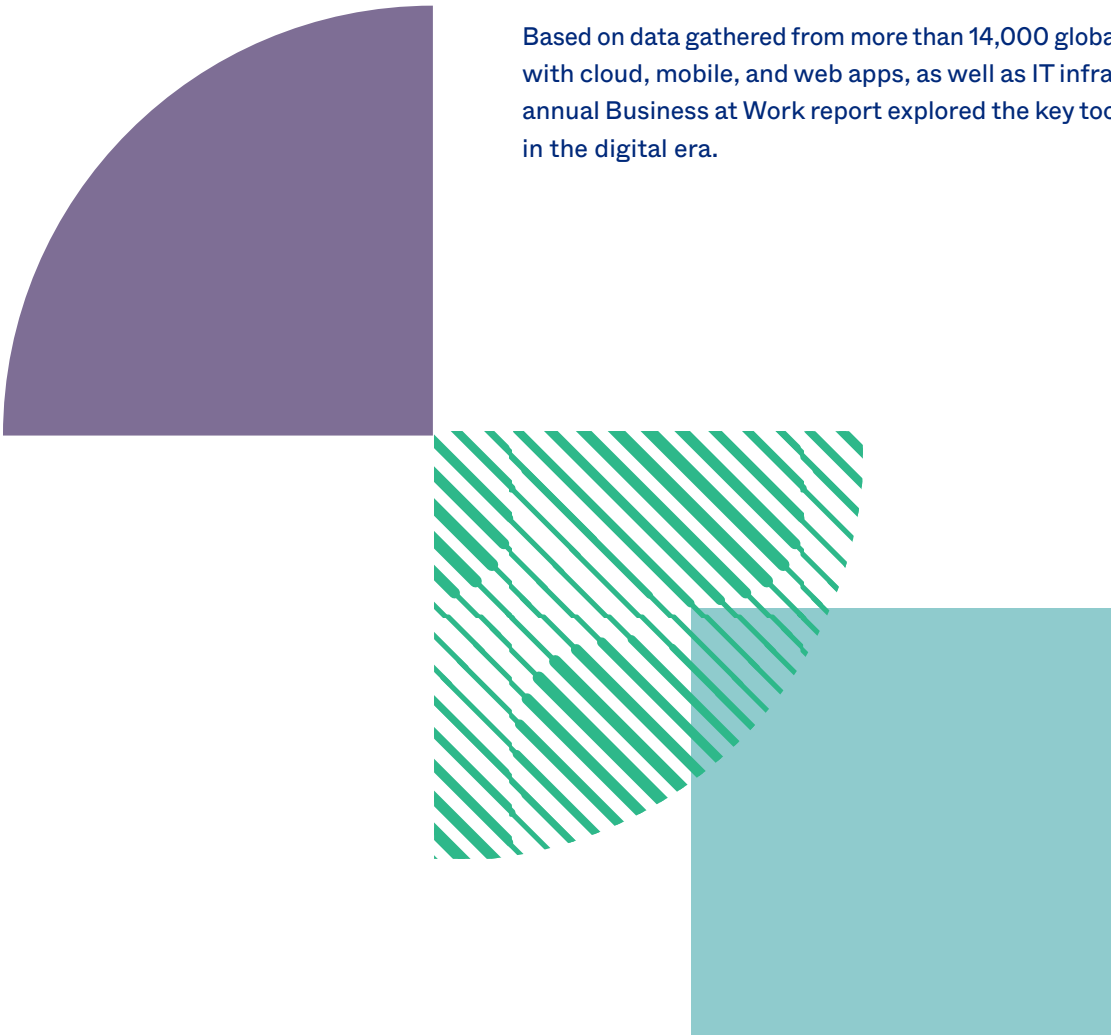
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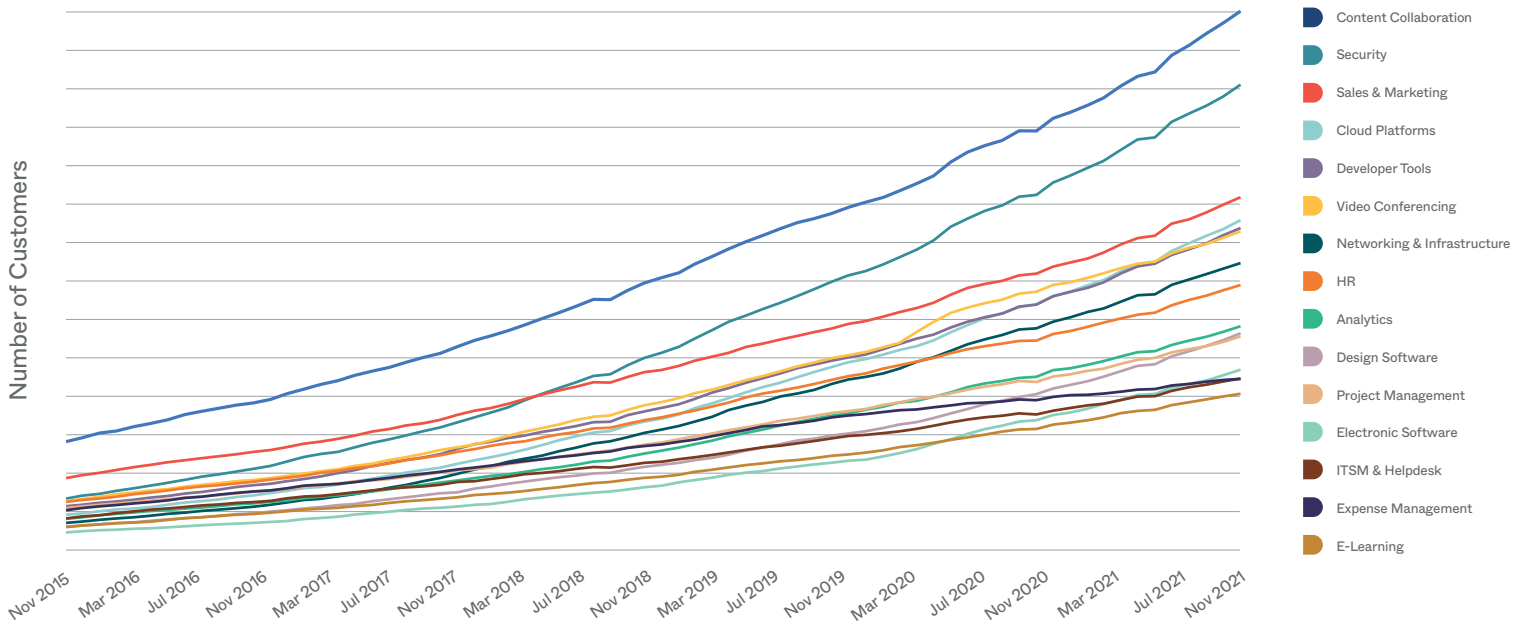


While 2020 kickstarted a mass wave of digital transformation across the enterprise world, the rapid pace of change showed no signs of slowing in 2021. To help strengthen long-term hybrid workforce strategies, secure data from growing cyberthreats, and to adapt to life after the pandemic, organisations of all sizes and locations once again turned to technology for a solution.



Based on data gathered from more than 14,000 global customers and 7,000 integrations with cloud, mobile, and web apps, as well as IT infrastructure providers, Okta's eighth annual Business at Work report explored the key tools and innovations driving success in the digital era.

## Most popular apps of 2021



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

As hybrid work becomes the new normal, investing in apps that bring people back together, both inside and outside of the perimeter, is essential. Though content collaboration and security platforms maintained their positions as the two most popular tools of apps deployed globally, the rapid year-over-year growth of other app categories that support remote work, namely design software (39%), electronic signature tools (38%), and cloud platforms (34%), demonstrates how quickly hybrid work strategies are evolving.

## Most popular apps in EMEA by customer numbers

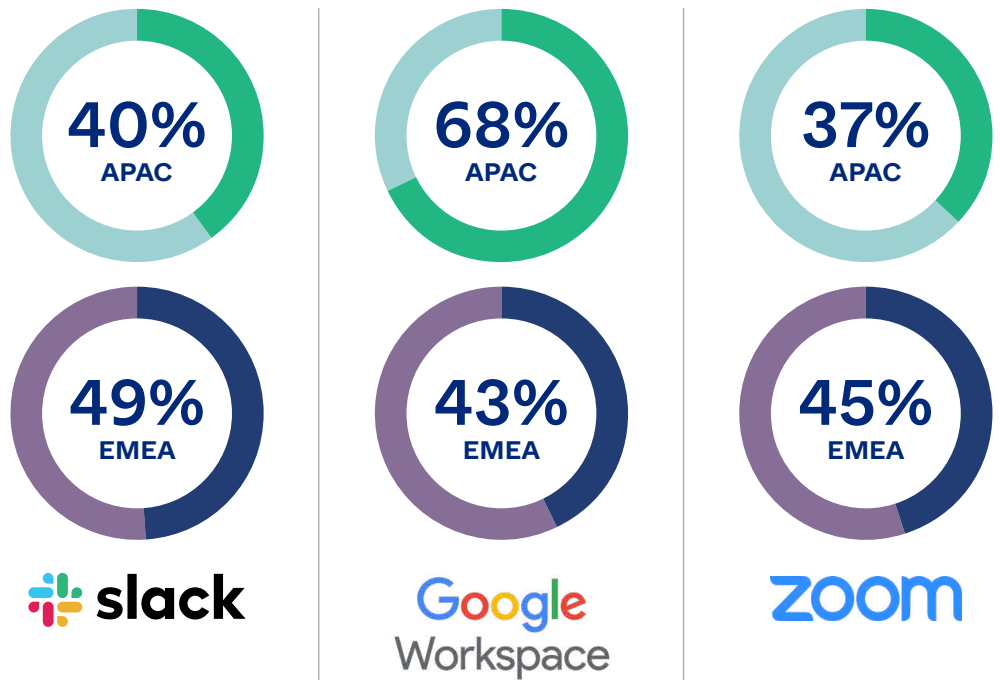
1	Microsoft 365	6	Slack	▲	11	Cisco Meraki	▼	
2	AWS	7	Zoom	▼	12	Jamf Pro	▲	
3	Google Workspace	8	DocuSign		13	BambooHR	▲	
4	Atlassian Product Suite	▲	9	GitHub	▲	14	Lucidchart	
5	Salesforce	▼	10	Zendesk	▲	15	Tableau	▲

## Fastest growing apps by customer numbers

For the first time ever, five different collaboration tools topped the scale of fastest growing apps globally, with Notion (240% year-on-year growth) Figma (158%), Miro (152%), Airtable (108%), and monday.com (103%) all making the list. Meanwhile, in the EMEA, eSignature giant, DocuSign (70%), took the lead as volumes of new online transactions and the demand for more reliable compliance and privacy soared.

## Google Workspace becomes the world's third most popular app

Unsurprisingly, the adoption of content collaboration apps continued to spread throughout 2021. By keeping the hybrid workforce connected and engaged in whatever location is most convenient, Google Workspace secured its spot as the world's third most popular app with an impressive 38% year-on-year growth globally. Collaboration apps in general were especially popular throughout EMEA and APAC, with Google Workspace, Zoom, and Slack having all won many new customers across the regions.



## Growing support for dynamic workforce wellbeing

When companies first began responding to the pandemic, their primary focus was to add technologies that could quickly enable and support remote work. Yet, as organisations began building out more long-term hybrid workforce strategies, their focus shifted towards the happiness and wellbeing of remote employees, too. Investment in human resource (HR) tools started to swell, and while Workday remains the top-ranked HR globally, second place BambooHR saw a huge 40% growth in 2021 as it became the #1 HR tool in EMEA and APAC.

## The multi-cloud moon is rising

In today's rapidly expanding digital environment, investing in cloud computing platforms that allow organisations to easily integrate workflow and productivity tools quickly in their environment, and that ensure resiliency and data privacy is critical for future success. While Amazon Web Services (AWS) maintained its lead with a 32% year-on-year growth, more than six times as many as second place Microsoft Azure (21%), third place Google Cloud Platform (GCP) grew by 40%, suggesting it may move up a rank over the next few years.

## Zero Trust ambitions accelerate

As ransomware and other cyberthreats continue to target vulnerable hybrid IT networks, IT and security leaders face increasing pressure to protect their remote workforce and sensitive data from harm. The implementation of strong Zero Trust security is more crucial than ever before, with an **Okta survey** of over 600 global business and security leaders revealing that 90% of organisations in 2021 were already working on a Zero Trust initiative or intended to start one in the near future, compared to just 41% in 2020.



For Okta customers, investments in identity tools that help accelerate Zero Trust adoption have grown considerably over the last 12 months due to these growing ambitions. Evidence of that growth can be seen below:



#### Network Context

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



#### User Context

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



#### Device Context

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

## Preparing for life beyond the pandemic

Though the worst of the COVID-19 pandemic may finally be behind us, it's safe to say that things have changed forever. As organisations begin building out their long-term hybrid work strategies, investing in tools that promote secure collaboration and keep employees connected and engaged, wherever they are, is critical for future success.

At Okta, we strive to help our customers achieve this goal. As shown in our Business at Work 2022 report, our cutting-edge IAM tools and vast network of pre-built integrations with over 7000 market-leading apps allows our customers to rapidly evolve and quickly overcome key business challenges in the hybrid era.

You can read the full report here:

[www.okta.com/businesses-at-work](https://www.okta.com/businesses-at-work)

Okta is the leading independent identity provider. The Okta Identity Cloud enables organisations 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 organisations everywhere, giving them the confidence to reach their full potential. More than 14,000 organisations, including FedEx, Standard Life, T-Mobile, Pret and Vinted, trust Okta to help protect the identities of their workforces and customers.

