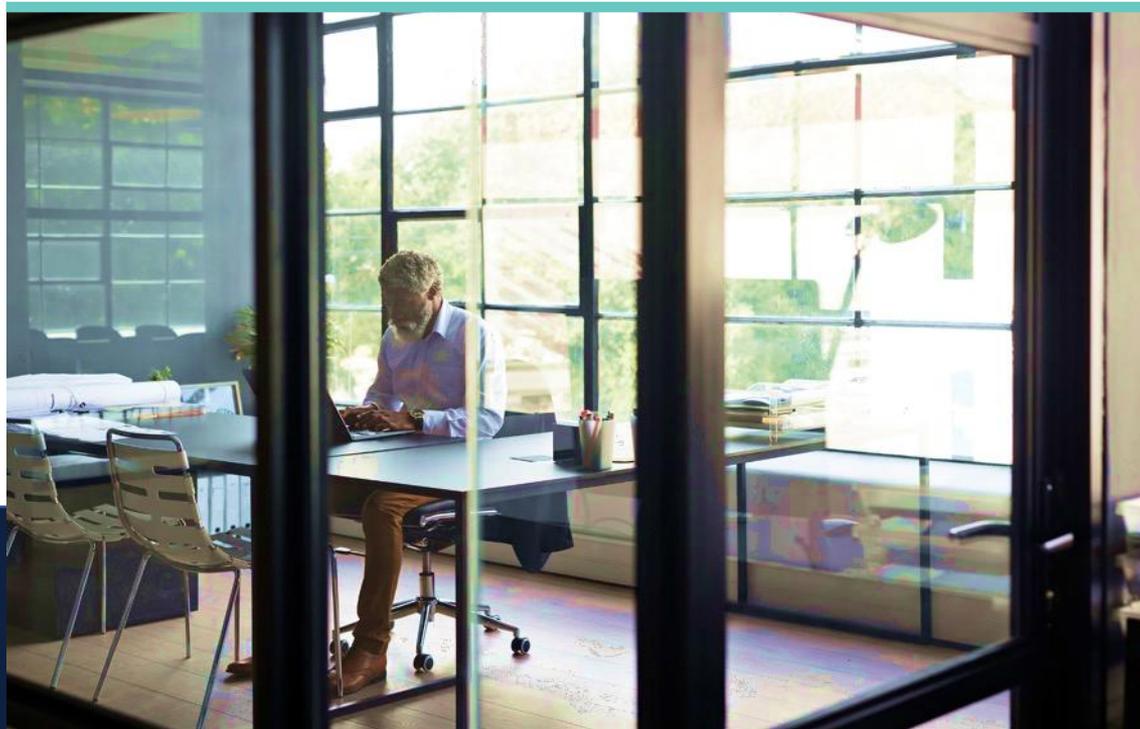


## EMERGING TRENDS IN IDENTITY SECURITY

### SUMMARY RESULTS



# WHO DID WE SURVEY?



Between November 2024 and February 2025, Gatepoint Research invited selected executives to participate in a survey themed *Emerging Trends in Identity Security*.

Candidates from several industries were invited via email and 80 cybersecurity and information security executives have participated to date.

Management levels include 23% who hold the title CxO or are VPs, 23% who are directors, 24% who are senior or department managers, 21% are data, system, or application architects, and 9% are data scientists, analysts or other specialists.

Responders work for firms with revenue levels ranging from Fortune 1000 companies to small companies with less than \$250 million in revenues.

100% of responders participated voluntarily; none were engaged using telemarketing.

Summary Results | February 2025

# EXECUTIVE SUMMARY

Surveyed organizations are prioritizing the implementation of Zero Trust or least privilege approaches, with MFA and compliance also being key focuses for identity security. Most organizations have an ISPM solution in place, with Microsoft leading across ISPM, cloud infrastructure, and SaaS applications. While security is the primary concern, reducing human error, ensuring availability, and managing access sprawl are also important. Despite widespread adoption of security solutions, some organizations still lack plans to implement ISPM or cloud infrastructure. Many may be seeking guidance or solutions to strengthen their security posture, streamline identity management, and close existing gaps.

This survey asks respondents to report:

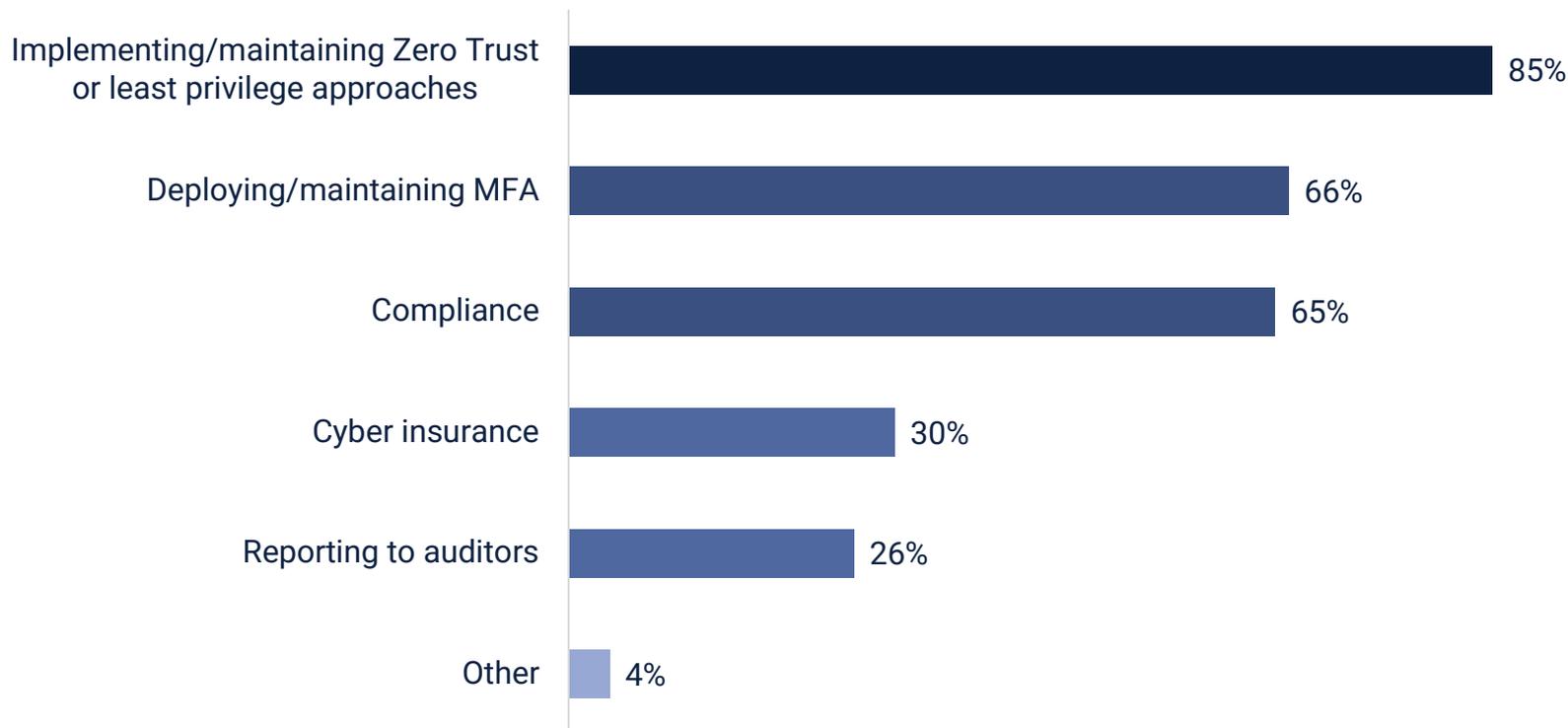
- What are your top three priorities for identity security?
- What is the current state of Identity Security Posture Management (ISPM) solutions in your organization?
- Which of these factors is most important to your identity security posture?

# Who is responsible for Identity Security in your organization?

*Over a third of survey respondents manage a team responsible for Identity Security, while 26% handle this responsibility individually.*

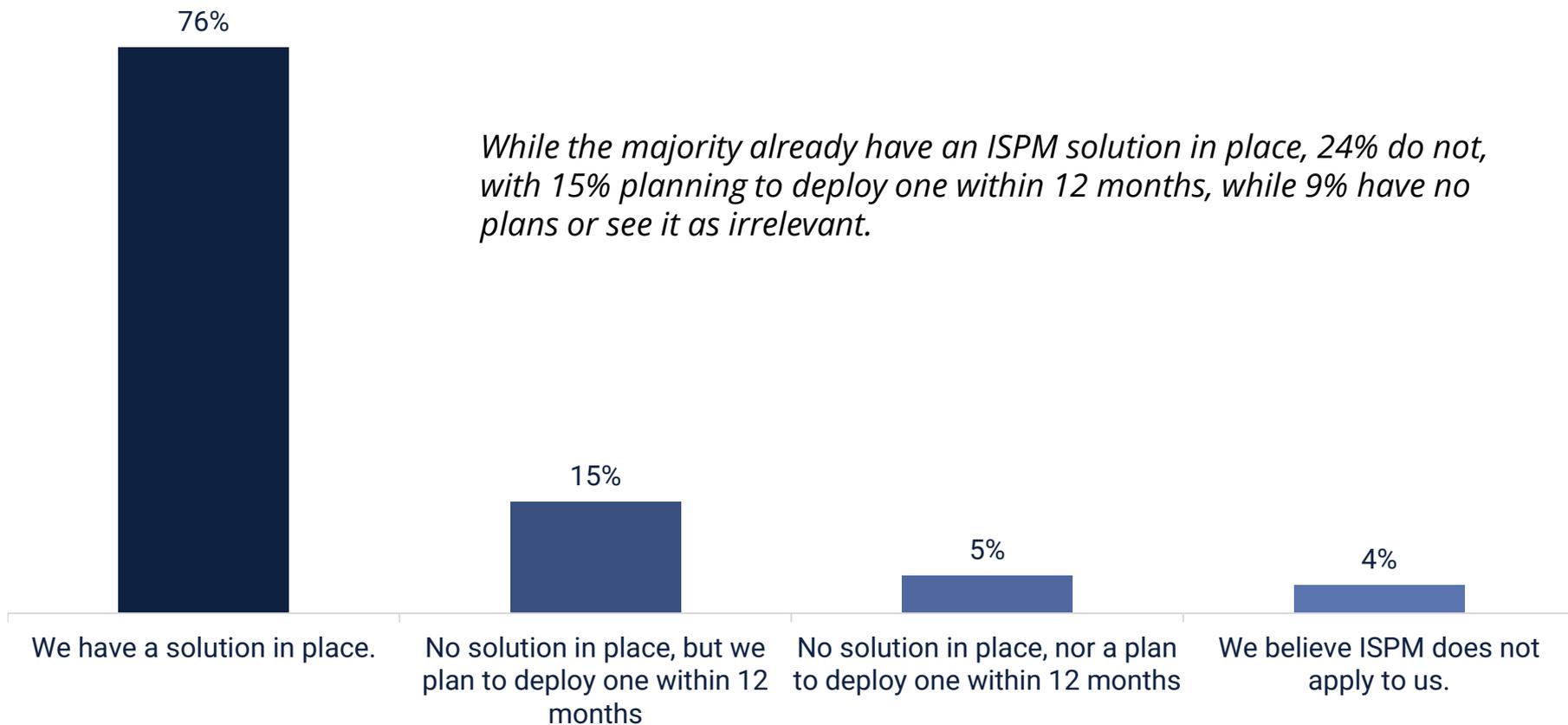


# What are your top three priorities for identity security?

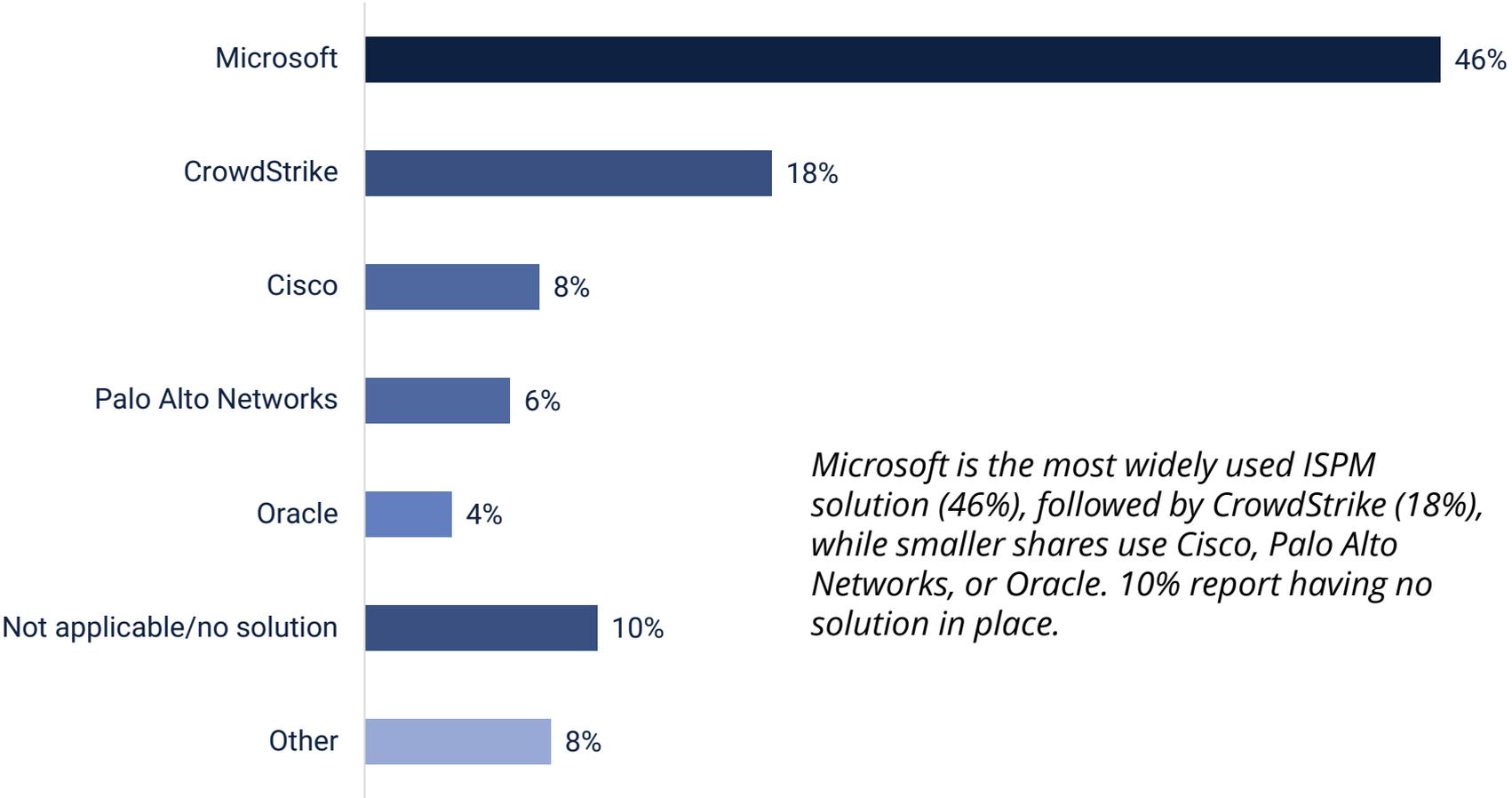


*Organizations' top priority for identity security is implementing or maintaining Zero Trust or least privilege approaches (85%). Secondary priorities are deploying/maintaining MFA (66%) and compliance (65%).*

# What is the current state of Identity Security Posture Management (ISPM) solutions in your organization?

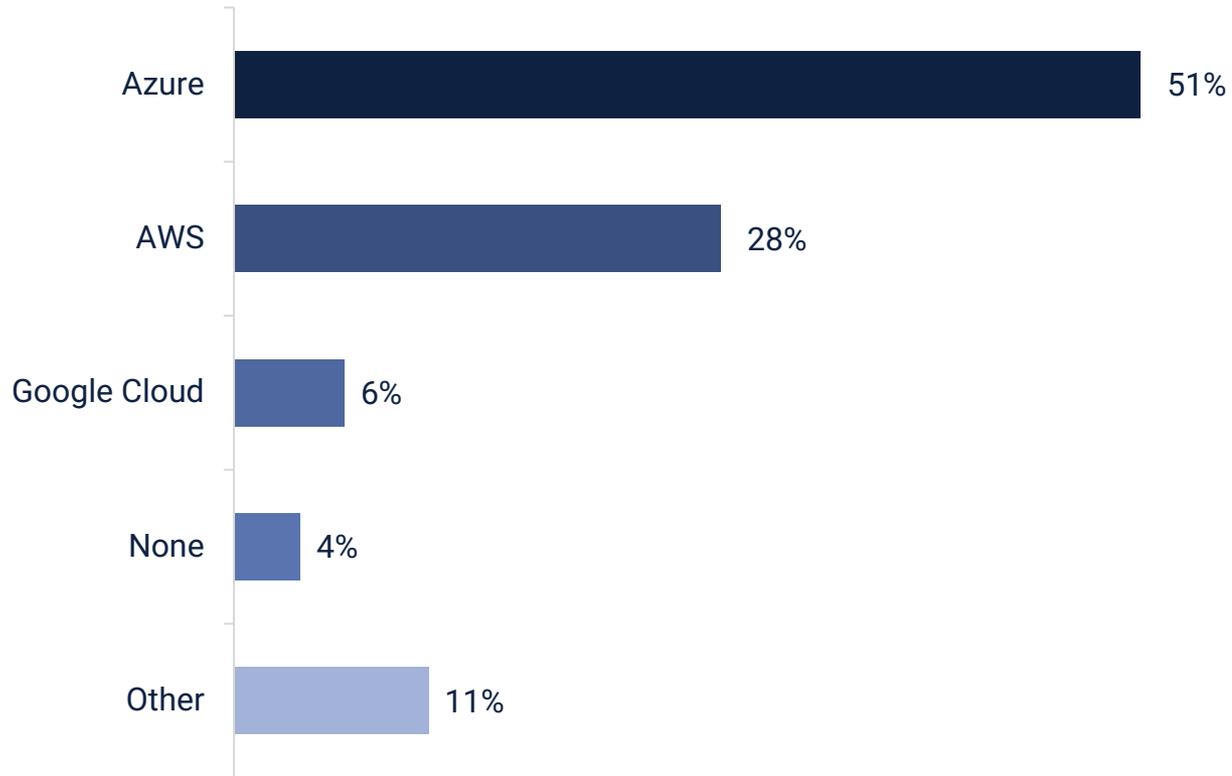


# What ISPM solution do you have in place?



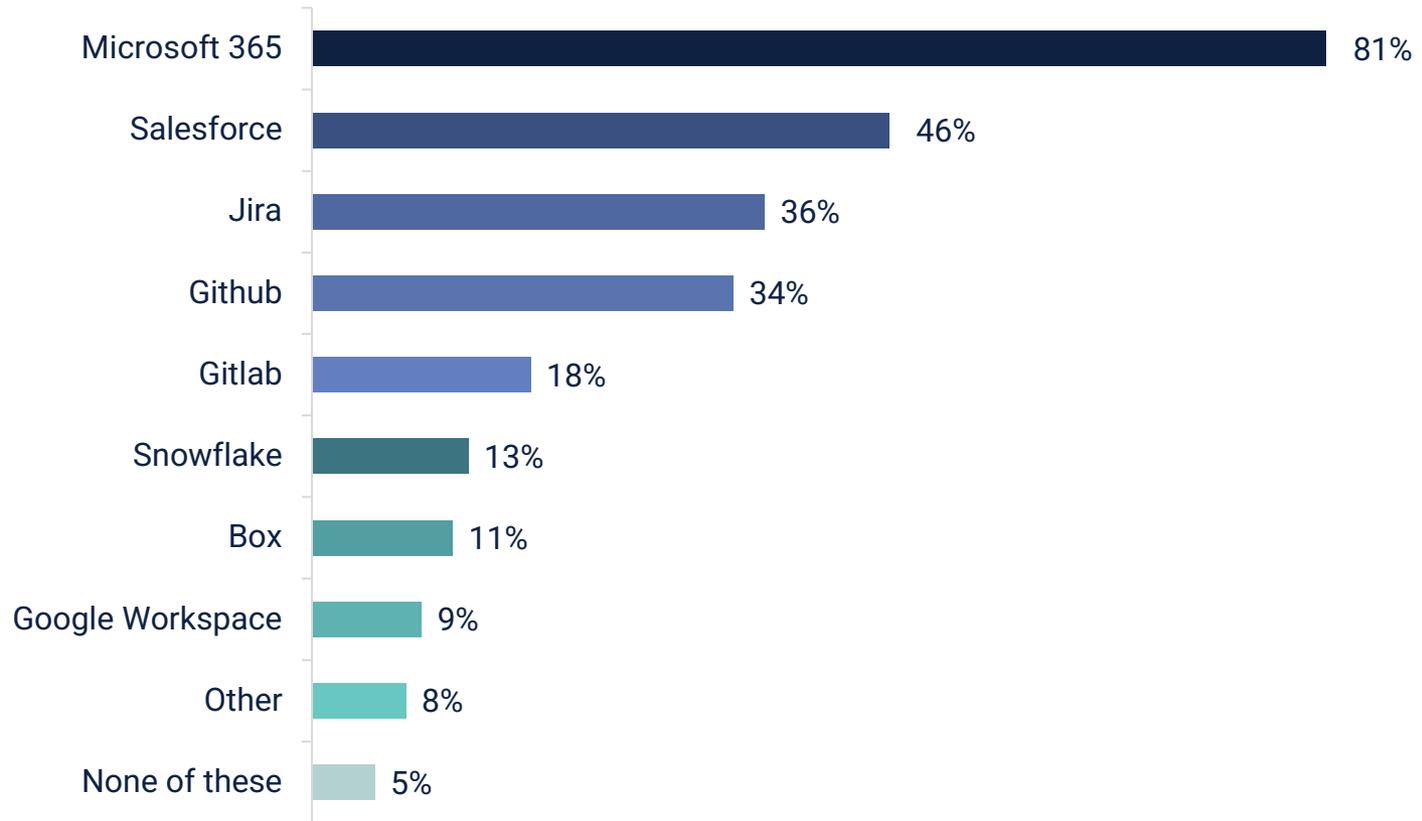
*Microsoft is the most widely used ISPM solution (46%), followed by CrowdStrike (18%), while smaller shares use Cisco, Palo Alto Networks, or Oracle. 10% report having no solution in place.*

# Which cloud infrastructure have you deployed?



*Azure is the leading cloud infrastructure deployed (51%), followed by AWS (28%) and Google Cloud (6%), while 4% report having no cloud infrastructure.*

# Which SaaS apps have you deployed?



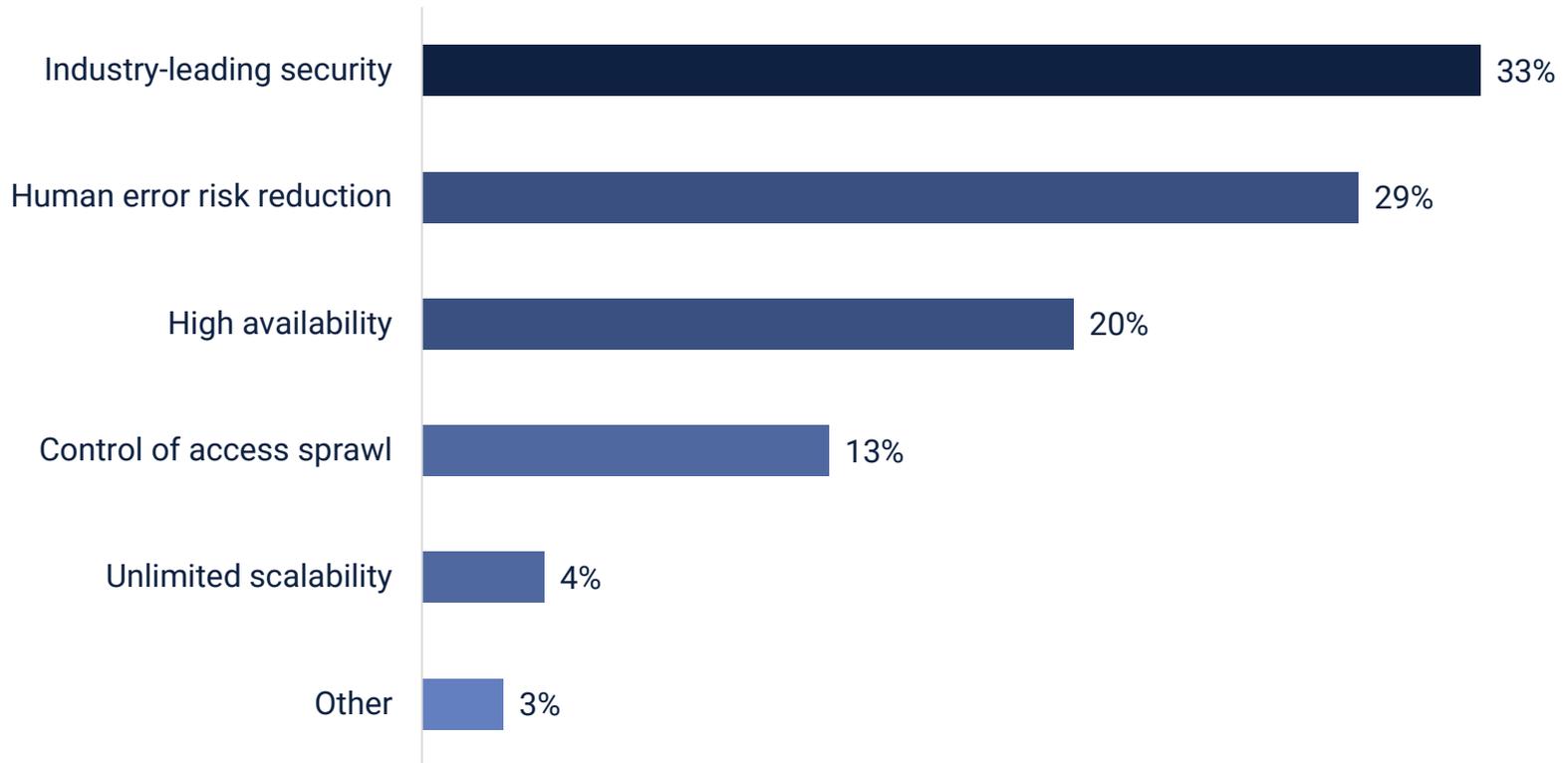
*Microsoft 365 is the dominant SaaS application, deployed by 81% of organizations—aligning with Microsoft's strong presence in ISPM solutions and cloud infrastructure. Salesforce (46%), Jira (36%), and Github (34%) are also widely used, while Google Workspace lags behind at 9%.*

Summary Results | February 2025

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# Which of these factors is most important to your identity security posture?



*Industry-leading security (33%) is the top priority for identity security posture, followed closely by reducing human error risk (29%). High availability (20%) and controlling access sprawl (13%) are also important, while unlimited scalability ranks lowest at 4%.*

Summary Results | February 2025



## About the Company

Okta is an identity and access management company that provides cloud software to help companies manage and secure user authentication into modern applications and helps developers build identity controls into applications, website web services, and devices.

[Learn more at okta.com](https://www.okta.com)