



CLOUD **ADOPTION**

2018 WAR

 bitglass

The growing popularity of the cloud has given rise to a host of different cloud-based tools. Messaging apps like Slack enable rapid communication, file sync and share apps like Box enable instant collaboration, while single sign-on providers like Okta can authenticate users across all applications.

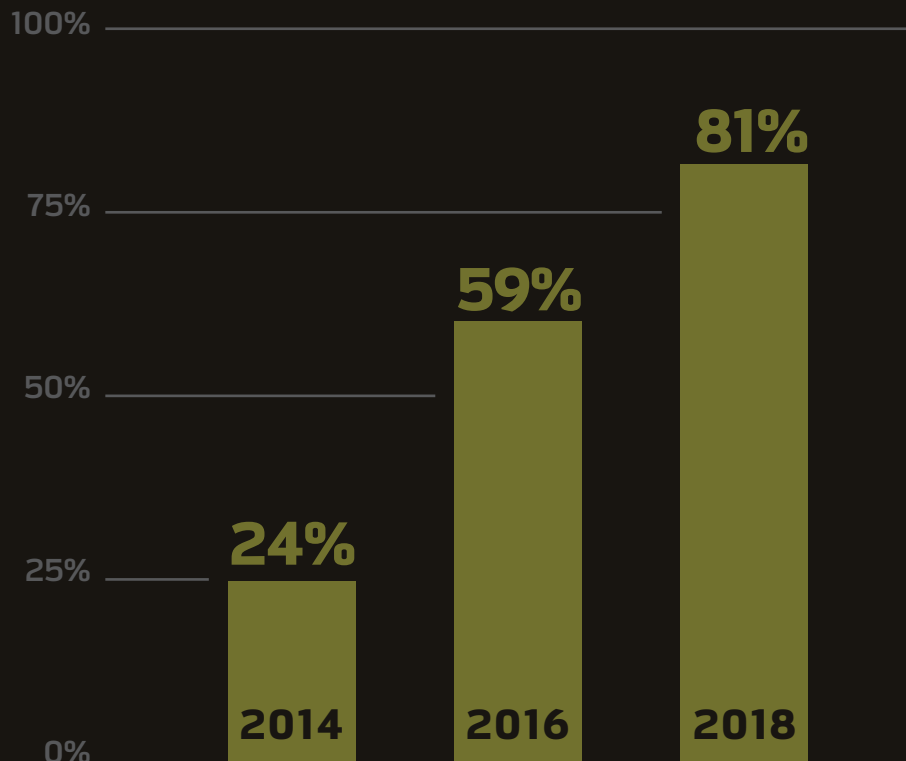
To learn about the rate at which companies are adopting cloud services, Bitglass performed an automated analysis of over 135,000 corporate email domains. In so doing, the Next-Gen CASB uncovered adoption rates for popular cloud apps, AWS, and single sign-on (SSO)—read on for more information.



SECURITY TRAILS CLOUD

Since Bitglass conducted its first cloud adoption study in 2014, organizations everywhere have continued their rapid migration to the cloud. In 2018, global cloud adoption reached an all-time high of 81%, as measured by enterprise use of major cloud productivity platforms. However, only one third of those organizations are deploying single sign-on. This discrepancy between cloud adoption and cloud security suggests that breaches will continue to plague two thirds of organizations making use of the cloud.

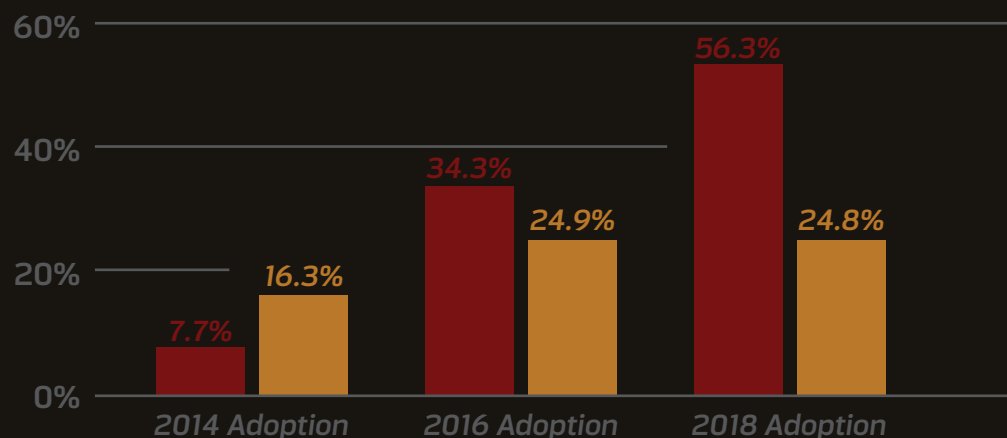
CLOUD ADOPTION



OFFICE 365 DEPLOYED IN MAJORITY OF ENTERPRISES WORLDWIDE

Despite G Suite's early advantage, Microsoft Office 365 has continued its ascension as the cloud app suite of choice. Over half of organizations have now deployed Office 365, while G Suite adoption seems to have slowed to a halt.

Office 365 & G Suite



To secure their growing collections of cloud apps, an estimated 25% of organizations are now using single sign-on (SSO) solutions to authenticate users.

Office 365	G Suite	Slack	Box
56.3%	24.8%	42.9%	16.6%
Salesforce	AWS	SSO in Use	
11.0%	13.8%	25.0%	



AWS ADOPTION REVEALED

Infrastructure as a service (IaaS) solutions offer user-friendly, scalable IT infrastructure and reduce the need for costly, on-premises hardware. Many organizations use these platforms to store their data in the cloud and build custom applications. Despite the growth of competitors like Microsoft Azure and Google Cloud Platform, Amazon Web Services (AWS) has quickly emerged as the go-to choice for IaaS in every analyzed industry.

On average, 13.8% of companies worldwide are using AWS.

At 21.5% adoption, technology firms are making the most use of AWS.

Industry	AWS
Technology	21.5%
Education	19.7%
Media	15.3%
Agriculture	13.3%
Finance	11.6%
Healthcare	11.5%
Retail	9.0%



INDUSTRY BREAKDOWN

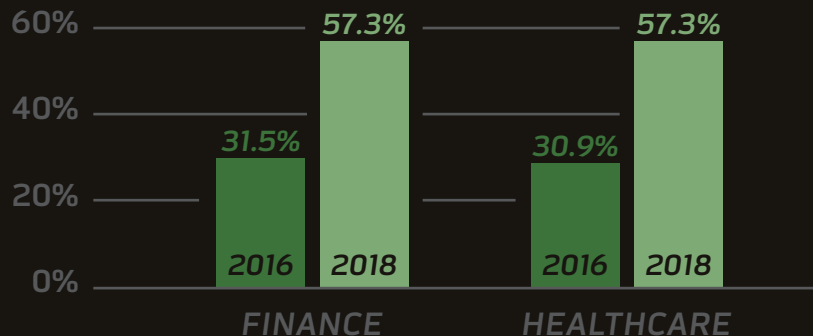
Education has top adoption in multiple apps (44.1% for G Suite and 25% for Box). This is consistent with prior years and is likely due to the discounts vendors offer the industry.

Less than half of retailers have deployed Office 365 and fewer than 1 in 10 use AWS. Due to large investments in existing IT infrastructure, these organizations are less likely to use cloud than others.

In addition to leading in AWS adoption (21.5%), **technology has high rates of adoption across all SaaS apps** analyzed.

In regulated industries, **use of Office 365 has nearly doubled since 2016**—from 31.5% to 57.3% in finance, and from 30.9% to 57.3% in healthcare.

Office 365 adoption



SECURE SECTORS

Education is the leading adopter of single sign-on (40.3%). SSO can be helpful for provisioning and deprovisioning students and faculty.

Like with cloud apps, **engineering (11.2%) and retail (15.9%) have the lowest SSO adoption rates.**

The finance industry is a top adopter of single sign-on (29.3%). Authentication is critical when protecting personally identifiable information (PII).



EDUCATION
40.3%



RETAIL
15.9%



FINANCE
29.3%



CLOUD ADOPTION BY ORGANIZATION SIZE

All analyzed cloud apps are adopted the most by large enterprises (over 1,000 employees), the second most by medium-sized organizations (500-1,000 employees), and the least by small businesses (under 500 employees). As companies grow, they are more likely to adopt a breadth of cloud applications in order to increase productivity and collaboration across all of their departments.

More than twice as many large enterprises (44.1%) use SSO as small businesses (17.9%).

Size	AWS Customer	Overall SSO
Under 500	10.8%	17.9%
500-1000	15.8%	35.1%
Over 1000	22.1%	44.1%

Size	Office 365 Customer	G Suite Customer	Slack Customer	Box Customer	Salesforce Customer
Under 500	49.6%	24.1%	37.8%	12.7%	8.8%
500-1000	73.4%	24.3%	50.1%	21.8%	14.2%
Over 1000	73.7%	25.8%	57.7%	28.0%	18.3%



WRAP-UP

Across all industries, adoption of cloud apps, SSO, and AWS is continuing to grow. With these new tools come new challenges and a need for new security solutions. Fortunately, cloud access security brokers (CASBs) are built for the cloud and can provide comprehensive visibility and control wherever data goes. To learn more, download the [Definitive Guide to CASBs](#).



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ABOUT BITGLASS

Bitglass, the Next-Gen CASB company, is based in Silicon Valley with offices worldwide. The company's cloud security solutions deliver zero-day, agentless, data and threat protection for any app, any device, anywhere. Bitglass is backed by Tier 1 investors and was founded in 2013 by a team of industry veterans with a proven track record of innovation and execution.

2018 ADOPTION

Industry	Office 365	G Suite	Slack	Box	Salesforce	AWS	SSO in Use
Agriculture	64.1%	23.1%	42.6%	17.4%	8.0%	13.3%	28.1%
Biotechnology	62.2%	21.9%	35.8%	20.3%	8.7%	14.6%	27.5%
Construction	60.2%	19.9%	38.7%	15.9%	9.8%	10.9%	23.8%
Consulting	51.6%	29.1%	40.5%	13.3%	7.2%	12.9%	17.4%
Education	71.1%	44.1%	57.6%	25.7%	16.7%	19.7%	40.3%
Energy	73.5%	19.4%	44.8%	24.4%	13.7%	15.3%	37.7%
Engineering	50.2%	18.7%	28.6%	7.8%	3.2%	6.6%	11.2%
Finance	58.0%	17.3%	39.2%	17.6%	12.5%	11.6%	29.3%
Government	61.5%	21.3%	45.7%	19.2%	13.4%	18.8%	31.8%
Healthcare	57.2%	19.2%	35.6%	13.2%	8.9%	11.5%	23.3%
Hospitality	61.4%	23.7%	40.8%	14.6%	6.9%	11.9%	22.3%
Media	48.1%	33.8%	46.8%	16.4%	9.2%	15.3%	21.6%
Not for Profit	61.6%	28.8%	45.6%	16.1%	9.9%	15.6%	22.6%
Other	51.9%	23.0%	43.3%	17.0%	12.7%	13.0%	25.9%
Retail	47.8%	24.2%	34.2%	11.7%	5.8%	9.0%	15.9%
Technology	56.6%	30.8%	54.7%	18.7%	14.5%	21.5%	26.8%
Transportation	63.6%	21.7%	44.7%	17.3%	12.6%	13.2%	28.7%
Utilities	58.9%	20.0%	34.1%	14.0%	6.6%	9.4%	19.2%