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netskope

CLOUD REPORT

NETSKOPE CLOUD REPORT™ — WORLDWIDE

REPORT HIGHLIGHTS

> 13.6 percent of enterprise users have had their accounts credentials compromised
> 23.6 percent of access to cloud CRM apps is by users who have had their accounts compromised in a data breach
> 70.0 percent of uploads by people with compromised accounts are to apps rated "poor" in terms of enterprise-readiness
> Organizations have 730 cloud apps in use on average, 90.8 percent of which aren't enterprise-ready
> More than a quarter of organizations have more than 1,000 cloud apps in use

In this Netskope Cloud Report™, we've compiled the most interesting trends on cloud app adoption and usage based on aggregated, anonymized data from the Netskope Active Platform. Report findings are based on usage seen across millions of users in hundreds of accounts in the global Netskope Active Platform, and represent usage trends from January–March 15, 2015.
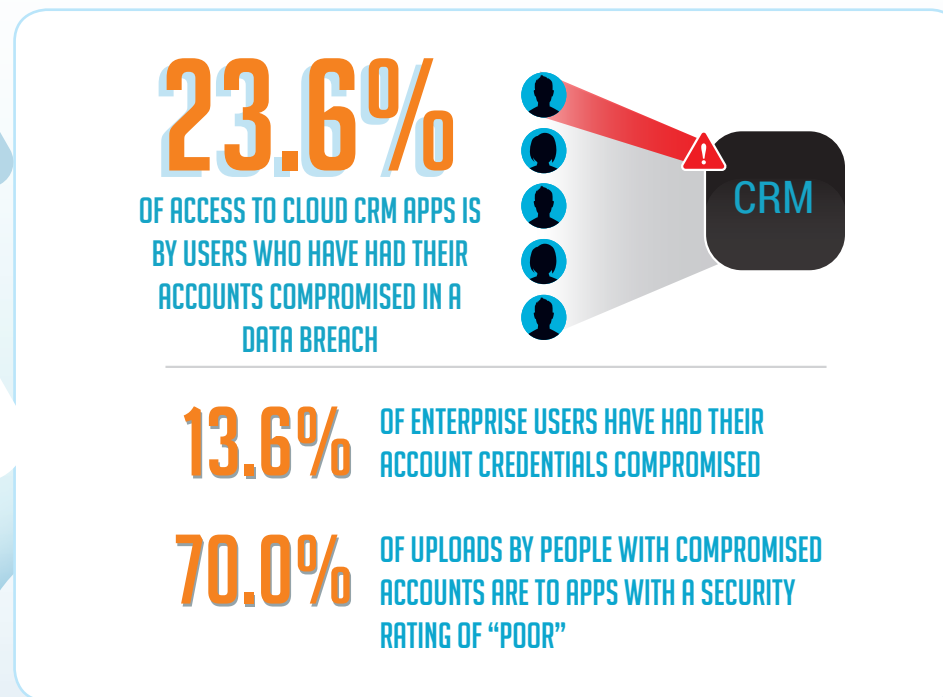
COMPROMISED ACCOUNTS REDUX

In this report, we augment the research on compromised accounts that we introduced in the global January report. In that report, we shared our analysis and estimated that 15 percent of enterprise user accounts had been compromised. Today, we calculate that 13.6 percent of enterprise users in the Netskope Active Platform have had their accounts compromised in a breach (typically outside of their own enterprise).

As we pull this data into the Netskope Active Platform, we examine usage data for these compromised accounts. For users that have had their accounts compromised and use Customer Relationship Management (CRM) apps, 23.6% of CRM logins are by users who have had their accounts compromised in a data breach. This is important because many people re-use passwords, or variations of passwords, across multiple accounts. It is important to understand which of those are accessing, and how they're using, your most business-critical cloud apps.

We also examined particular activities, such as "upload" and "download," of users with compromised accounts. Seven out of 10 uploads by such users are to cloud apps with a "poor" rating per the Netskope Cloud Confidence Index, versus three out of 10 for a typical user. Similarly, five out of 10 downloads by such users are from "poor" apps, also versus three out of 10 for a typical user. Organizations with compromised accounts should pay particular attention to activities within business-critical apps, or ones within those apps' ecosystems.

23.6%
OF ACCESS TO CLOUD CRM APPS IS BY USERS WHO HAVE HAD THEIR ACCOUNTS COMPROMISED IN A DATA BREACH

CRM

13.6%
OF ENTERPRISE USERS HAVE HAD THEIR ACCOUNT CREDENTIALS COMPROMISED

70.0%
OF UPLOADS BY PEOPLE WITH COMPROMISED ACCOUNTS ARE TO APPS WITH A SECURITY RATING OF "POOR"

730 CLOUD APPS PER ENTERPRISE

The average number of cloud apps in use per organization grew to 730 cloud apps over the period. This is up from 613 as last reported in January 2015. 90.8 percent of those apps aren't enterprise-ready. Despite many IT professionals acknowledging that shadow IT is alive and well in their organizations, many continue to underestimate its magnitude, predicting about one-tenth of the number of cloud apps that Netskope discovers. More than one-fourth of organizations in the Netskope cloud have more than 1,000 apps. This compares to about one-fifth in January's report.

CLOUD ADOPTION CONTINUES ITS CLIMB WORLDWIDE

Organizations have 730 cloud apps in use on average, 90.8 percent of which aren't enterprise-ready

More than 25 percent of organizations have more than 1,000 cloud apps

	NA	EMEA
Average Apps per Enterprise	798	511
Percent not Enterprise-Ready	90.8%	87.0%
Percent Enterprises with More than 1,000 Apps	29.6%	15.1%

CLOUD APP USAGE BY CATEGORY

In addition to the consumer and prosumer apps that organizations expect to find in use — such as Twitter, Dropbox, and Evernote — line-of-business apps are actually the most prevalent. Marketing remains the most prevalent app category, followed by Collaboration, Finance/Accounting, Human Resources (HR), and Productivity.

Below are the top 10 categories in terms of number of apps per enterprise. The vast majority of these apps are not enterprise-ready, with more than 90 percent of apps in categories like HR and Finance/Accounting rated a "medium" or below in the CCI.

| CATEGORY	# PER ENTERPRISE	% THAT ARE NOT ENTERPRISE READY
Marketing	64	98.5%
Collaboration	47	83.1%
Finance/Accounting	40	93.2%
Human Resources	40	96.6%
Productivity	37	96.9%
CRM/SFA	35	91.5%
Cloud Storage	34	72.6%
Software Development	26	90.9%
Infrastructure	21	84.4%
Social	19	79.7%

MOST-USED ENTERPRISE CLOUD APPS

What are the top–used apps in the global Netskope Active Platform? As in past reports, Cloud Storage and Social apps dominate the top 20 and represent 32.0 percent of total usage. Other categories represented in the top 20 include Webmail, Collaboration, Customer Relationship Management/Salesforce Automation (CRM/SFA), Finance/Accounting, and Telecom. We define "usage" as number of distinct app sessions.

APP	CATEGORY		APP	CATEGORY
1 Facebook	Social	11	Salesforce	CRM / SFA
2 Google Drive	Cloud Storage	12	Cisco WebEx	Collaboration
3 Google Gmail	Webmail	13	Evernote	Productivity
4 Twitter	Social	14	RingCentral	Telecom
5 iCloud	Cloud Storage	15	Okta	Security
6 Google Docs	Productivity	16	Microsoft Live outlook.com	Webmail
7 YouTube	Consumer	17	Box	Storage & Collaboration
8 LinkedIn	Social	18	DocuSign	Electronic Signature
9 Dropbox	Cloud Storage	19	SuccessFactors	Human Resources
10 Microsoft OneDrive	Cloud Storage	20	MS Office 365 Word	Productivity

A session is a distinct time period in which a user logs into an app, performs a series of activities, and then ceases to work in the app for a period of time. Existing usage metrics (e.g., HTTP sessions) are often inaccurate because users don't always log out following active usage. Netskope has developed a proprietary heuristic to measure a more accurate period of activity, which we define as a session. Usage is defined as number of discrete sessions.

TOP CLOUD APP ACTIVITIES

Aside from "login," the top activities in the Netskope Active Platform include "download," "send," "view," "upload," "edit," and "share." There was no marked difference in activities across regions, so we did not separate them. Netskope normalizes these activities across apps within categories and even across categories, so whether a user shares a file from a Cloud Storage app or a report from a Business Intelligence one, each of those are recognized as a "share" activity. The activities are listed here from highest to lowest in occurrence:
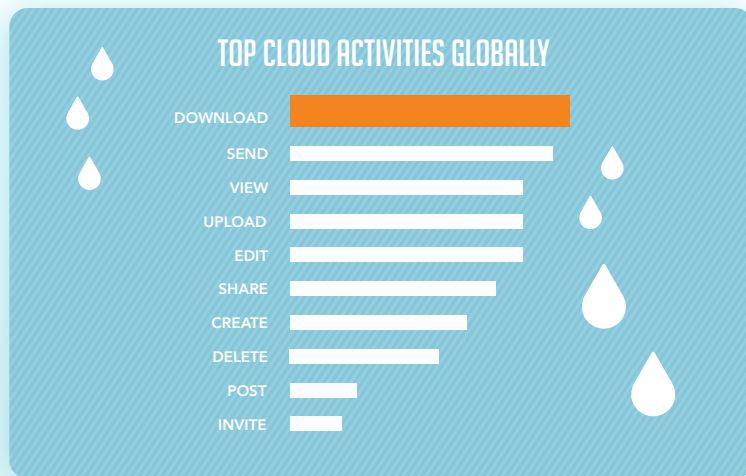
TOP CLOUD ACTIVITIES GLOBALLY

DOWNLOAD
SEND
VIEW
UPLOAD
EDIT
SHARE
CREATE
DELETE
POST
INVITE

CLOUD STORAGE	WEBMAIL	FINANCE/ ACCOUNTING	SOCIAL	CRM/SFA
Download Login Upload	Send Post Download	Edit Login Create	Post Login Invite	Share Post Login

TOP POLICY VIOLATIONS IN CLOUD APPS

Beyond measuring usage and activity, we also look at policy violations within cloud apps. Policies can be enforced based on a number of factors, including user, group, location, device, browser, app, instance, category, enterprise–readiness score, DLP profile, activity, and more. Through data abstraction and normalization of those factors, we're able to discern the apps, categories, and activities surrounding a violation. Policies observed include: blocking the download of personally–identifiable information from an HR app to a mobile device, to alerting when users share documents in Cloud Storage apps with someone outside of the company, to blocking unauthorized users from modifying financial fields in Finance/Accounting apps.

The five cloud app categories with the highest volume of policy violations include Cloud Storage, Webmail, Finance/Accounting, Social, and CRM and SFA. The top activities that constituted a policy violation are "login," "download," "send," "view," and "upload."

Below are the top activities globally that constituted a policy violation per cloud app category. Just as activities can vary between apps, policy violations involving those activities can vary. For example, a policy violation involving downloading from a Cloud Storage app can be the improper downloading of a non–public press release, whereas in a CRM/SFA app could signal theft of customer data by a departing employee.

CLOUD STORAGE	WEBMAIL	FINANCE/ ACCOUNTING	SOCIAL	CRM/SFA
Download Login Upload	Send Post Download	Edit Login Create	Post Login Invite	Share Post Login

TOP POLICY VIOLATION ACTIVITIES AND APP CATEGORIES

Top cloud app activities that constitute policy violations

- ✓ Login
- ✓ Download
- ✓ Send
- ✓ View
- ✓ Upload
- ✓ Edit
- ✓ Share
- ✓ Create
- ✓ Delete
- ✓ Post
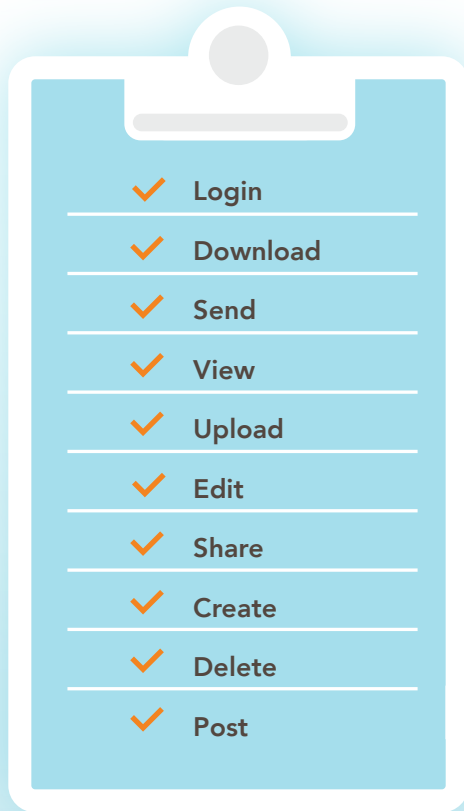
Data loss prevention policy violations

Data loss prevention policy violations involving the download of data outnumber those involving the upload of it by more than two-to-one, practically the reverse of January's report. The three top categories for DLP policy violations include:

CLOUD STORAGE

WEBMAIL

CRM / SFA

3 TOP CATEGORIES FOR DLP POLICY VIOLATIONS

Volume of policy violations is measured as number of times a defined policy or set of policies are triggered by that combination of parameters being met, e.g., a sales user on a mobile device tries to upload content that matches the PCI DLP profile.

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