

# THE NEW DIGITAL OXYGEN

## Proof That Apps Are Core to the Human Existence

Are apps a basic human resource? The level of impact apps have on our lives is not outlandish. Explore how our dependencies on apps is dictating human behavior and changing how we perceive what's important.



# THE NEW ESSENTIALS

## COME UP FOR AIR

Half of respondents say that apps are on the same parallel as critical human necessities like eating, drinking and breathing.

# APPS ≤ EATING, DRINKING AND BREATHING

## INDIA

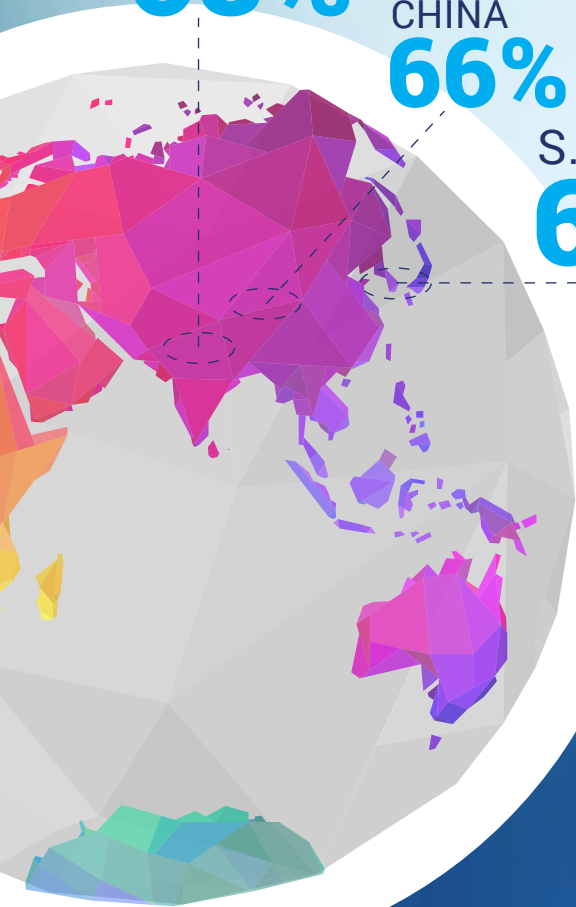
68%

## CHINA

66%

## S. KOREA

68%



## ASIA'S SOURCE OF LIFE

India (68%), South Korea (68%) and China (66%) have the highest percentages of respondents who claim apps are as significant — or nearly so — as eating, drinking and breathing.

## AGE PRIORITIES

Users over 40 say apps are not as important as eating, drinking and breathing. Younger generations? Apps are equally as important.

# “I CAN'T LIVE WITHOUT APPS”

4 of 5

## IT'S PERSONAL

More than 80% of respondents consider apps integral to their personal lives.

99%

## CHINA GOES BIG

In China, 99% of respondents say they could not live (or life would be difficult) without apps. This is followed by India (97%), Brazil (96%) and South Korea (90%).

1/2

## LIFE WORTH LIVING

More than half of respondents in Brazil (61%), United Kingdom (55%), India (54%) and the U.S. (54%) say they could not live without apps.

# DON'T TAKE MY APPS

46%

What would you rather lose?

20%

18%

16%



PANTS

PHONE

KEYS

PURSE/WALLET

## FEELING VULNERABLE

Today, if forced to decide, many respondents would rather feel more vulnerable physically than digitally. Almost half of global employees would rather lose their pants (46%) over their smartphone (20%), car keys (18%) or purse/wallet (16%).



## NOTHING TO HIDE.

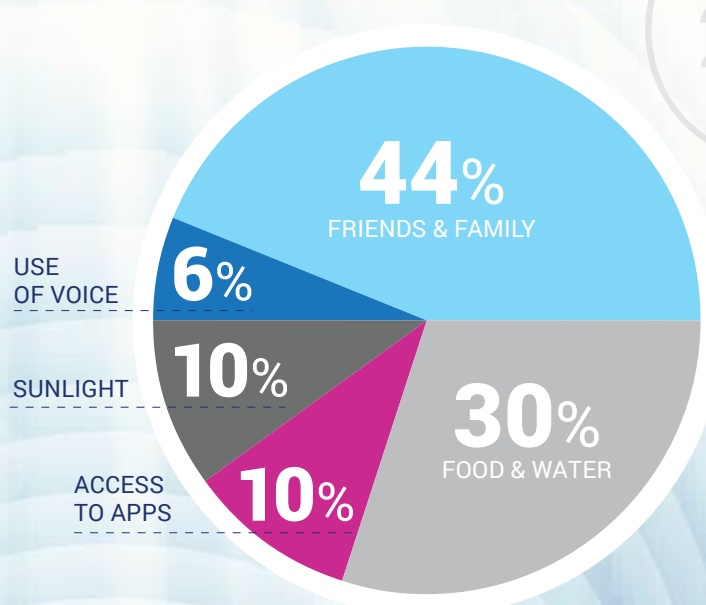
The countries with the most respondents who would choose physical vulnerability over digital vulnerability are South Korea (61%), Great Britain (55%), Singapore (55%), U.S. (48%) and Brazil (47%).

# ONE IN 24 HOURS

## CLOSE RACE

If only given one choice for the next 24 hours, one in 10 respondents would rather spend time with their apps than use their voice. It's the same percentage as those who would choose to have access to sunlight or outdoor exposure.

## Essentials in a 24-Hour Period?



# IT'S REAL DATA FROM THE A10 APPLICATION INTELLIGENCE REPORT



Want to learn more about A10's findings? Visit [a10networks.com/AIR](http://a10networks.com/AIR) to explore the data and download the in-depth A10 Application Intelligence Report. AIR examines employee behavior and attitudes toward the use of apps, and their impact on personal and corporate security.

## About AIR

The Application Intelligence Report (AIR) is a global research project that examines the behavior and attitudes of the global workforce toward the use of business and personal apps, and their impact on risk, security and corporate culture. AIR was commissioned by A10 Networks and conducted independently by strategic research firm Provoke Insights. It involves more than 2,000 business and IT professionals in 10 countries, with the intent to provide education for employers that can help them reassess corporate policies, make smart product investment decisions and ultimately protect their employees — and their applications — by simply becoming more aware of the behavior of their employees.

GET THE REPORT

[A10NETWORKS.COM/AIR](http://A10NETWORKS.COM/AIR) | [#A10AIR](https://twitter.com/A10AIR)

## About A10

A10 Networks (NYSE: ATEN) is a Secure Application Services™ company, providing a range of high-performance application networking solutions that help organizations ensure that their data center applications and networks remain highly available, accelerated and secure. Founded in 2004, A10 Networks is based in San Jose, Calif., and serves customers globally with offices worldwide. For more information, visit: [www.a10networks.com](http://www.a10networks.com) and on Twitter @A10Networks.

