

Workplace 2025: Germany

How are business and technology leaders in Germany laying the foundations for the future digital workplace?

A REVOLUTION IS COMING TO THE WORKPLACE

Within the next decade, the concept of a full-time, nine-to-five job in a traditional office environment will be largely forgotten. By 2025, millennials will represent more than 50% of the workforce in Germany and will redefine corporate culture around flexible working models, a more open approach to collaboration, and a focus on data as the lifeblood of the business.

To better understand how organizations are preparing for these future changes, PAC partnered with Fujitsu to interview 1,278 senior decision makers at commercial and public sector organizations in Europe, Oceania and the US. This report highlights key findings from the **Germany** section of the study¹ and provides insight into how CXOs in the country are planning to bridge the gap between their current workplace environment and a strategy that will support the demands of the business in 2025.

TODAY'S WORKPLACE IS FALLING SHORT

Organizations in Germany state that their current workplace strategies are failing to deliver in a number of areas. More than three quarters (**78%**) of participants in the study state that interoperability with outdated technology is holding employees back, while **86%** view a lack of access to the right technology tools as a barrier to productivity. Close to a quarter (**23%**) of German business and IT leaders admit that their current workplace approach is having a negative impact on their ability to adapt to a changing competitive landscape, while **18%** say that it is having detrimental effect on their ability to attract and recruit new employees. One of the most interesting findings from the study is that cybersecurity is acting as a handbrake on the business. Two thirds (**66%**) of participants state that their current approach to security has a negative impact on productivity.



86%

of German businesses admit that **a lack of access to the right technology tools** is damaging productivity



78%

state that poor **interoperability with outdated workplace technology** is holding employees back



66%

of businesses in Germany believe their current approach to **cybersecurity is a barrier** to workplace productivity

¹ The Germany survey is based on CATI responses from senior decision-makers (split evenly between business & IT leaders) at 125 large and mid-sized organizations in the financial, manufacturing, retail, utilities and public sectors.

LAYING THE FOUNDATIONS FOR THE FUTURE

Businesses in Germany are making significant changes to corporate policies and their workplace technology strategies in order to prepare for the future. As new generations become the dominant presence in the workforce, **67%** of business and IT leaders in the country are adapting current policies to create an **improved work/life balance**, and **66%** are working to provide a more agile and compelling employee experience. More than two thirds (**67%**) of German organizations plan to shake up their approach to security by implementing **biometric technology, and behavioral and contextual analytics** to provide a less intrusive and more effective approach to authentication. In order to create a more compelling workplace experience that supports enhanced collaboration and productivity, a substantial proportion of businesses plan to invest in areas including **robotic process automation (40%)** and **digital virtual assistants (56%)**. German companies are also among the most aggressive in Europe in their plans to invest in **open innovation and crowdsourcing** in the next year (**41%**).



66%

of German businesses are adapting current policies to create a more **compelling and agile workplace experience**



>67%

have invested or plan to invest in **biometrics, contextual analytics & single sign-on** to balance security and productivity



40%

of German organizations plan to invest in robotic process automation (RPA) in the next two years

THE REVOLUTION STARTS NOW

The study identified many shortcomings in today's workplace strategies that urgently need to be addressed. More so than other businesses in Europe, organizations in Germany believe their current workplace approach is harming their **ability to attract and recruit new employees**. They are also behind most other countries in their adoption of an **integrated approach to mobility** in their workplace technology strategy. German business and IT leaders see **location-based access and information sharing, and identity and access management** as more significant security challenges than most other European businesses. More than half (**58%**) also identify accelerating the use of **advanced automation** as an area where they would like support from external partners.

More than half of organizations in Germany plan to overhaul their strategies to meet the demands of the future workforce. These strategies will leverage innovation in process automation, but they must not ignore key issues such as reducing the dependence on ageing technology that is holding back their ability to innovate and adapt. The **long-term survival of the business is at stake**, and the future needs to be addressed now before the pace of change becomes unmanageable.

For the full results of the study, and recommendations on how to get your workplace future-ready, please visit: <https://digitalworkplace.global.fujitsu.com/workplace-2025-cxo-view/>