

## Workplace 2025: Italy

How are business and technology leaders in Italy 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 job in a traditional office environment will be largely forgotten.** By 2025, millennials will represent more than 50% of the workforce in Italy, 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 North America. This report highlights key findings from the **Italian** section of the study<sup>1</sup> 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

**Italian organizations state that their current workplace strategies are failing to deliver in a number of areas.** The large majority of participants in the study (**89%**) admit that the complexity of today's workplace technology is holding employees back. Three quarters (**75%**) say that **current working practices** are not flexible enough to get the best out of their workforce, while **84%** say that **high staff attrition** is a challenge to productivity. Almost one quarter of Italian business and IT leaders (**24%**) also admit that their current workplace approach is having a negative impact on their ability to adapt to a **changing competitive landscape**. One of the most interesting findings of the study was that cybersecurity is acting as a handbrake on productivity. More than half of Italian participants (**53%**) state that **cybersecurity has a negative impact**, which is a worryingly high level.



87%

of Italian organizations say that **interoperability with out-dated technology** is holding employees back



87%

see '**Shadow IT**' as one of the **key security concerns** relating to their workplace strategy – the highest level in Europe



53%

of businesses in Italy believe their current approach to **cybersecurity has a negative impact** on their productivity

<sup>1</sup> The Italy survey is based on CATI responses from senior decision-makers at 75 large and medium-sized organizations, with respondents split equally between business (CEO, CFO, etc.) and IT (CIO, etc.) leaders. Industries covered include financial services, retail, utilities, manufacturing and public sector.

## LAYING THE FOUNDATIONS FOR THE FUTURE

Businesses in Italy 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, **57%** of organizations are planning to allow employees **to work in a flexible way** by providing them with **secure remote access to corporate data**. Italian companies are also among the most open in Europe in letting their employees use whichever device they wish to access corporate applications and services (**33%**). They will also need to support an increasingly diverse workforce with experienced staff working for longer periods, and **40%** are changing policies to improve **knowledge sharing** between generations.

The majority of companies in Italy 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. Most will not take this journey on their own, with an overwhelming **98%** looking for external help in developing and implementing a **more effective security strategy** – one of the highest levels in Europe. And 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 **digital virtual assistants (52%)** and **robotic process automation (47%)**.



>60%

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



60%

of Italian businesses are changing policies to provide a **more compelling and agile** workplace experience



52%

plan to invest in **digital virtual assistants** as part of their workplace modernization strategies

## THE REVOLUTION STARTS NOW

The study identified many shortcomings in today's workplace strategies that urgently need to be addressed. Even more so than their counterparts in the rest of Europe, organizations in Italy believe their current approach is harming ability to **engage and innovate with external partners** and **accelerate time-to-market for new products**. They also see the **complexity of current workplace technology** and **high staff attrition levels** as greater challenges to productivity than other European businesses. But **more than half of Italian businesses** plan to overhaul their strategies to meet the demands of the future workforce. These strategies will leverage innovation in advanced 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/>