

Workplace 2025: Nordic Region

How are business and technology leaders in the Nordic region 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 the Nordic region, 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 **Nordic** section of the study¹ and provides insight into how CXOs in the region 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 the Nordic region state that their current workplace strategies are failing to deliver in a number of areas. An overwhelming **90%** of participants in the study state that the complexity of their workplace technology is holding employees back, while **79%** identify high staff attrition and a lack of access to the right productivity tools as barriers to productivity. Some **17%** of business and IT executives in the region admit their current workplace approach is having a negative impact on recruitment and retention, and **18%** state that it is having a detrimental effect on their ability to innovate with external partners. One of the most interesting findings of the study is that cybersecurity is acting as a handbrake on productivity. Some **60%** of participants state that cybersecurity has a negative impact, which is a worryingly high level.



90%

of Nordic businesses state that the complexity of their workplace technology is a **barrier to productivity**



79%

of participants state that a **lack of access to the right technology tools** is holding back their employees



60%

of businesses in the Nordic region believe their current approach to **cybersecurity is slowing workers down**

¹ The Nordic survey is based on CATI responses from senior decision-makers (split evenly between business & IT leaders) at 100 large and mid-sized organizations in the financial, manufacturing, retail, utilities and public sectors. The sample includes 50 participants each from Finland and Sweden.

LAYING THE FOUNDATIONS FOR THE FUTURE

Businesses in the Nordic region 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, **69%** of business and IT leaders in the region are adapting current policies to create a more **agile and compelling** employee experience, while **63%** are looking to create an **improved work/life balance** for employees (including **68%** of Swedish organizations). Companies in Finland (**68%**) lead the way in Europe for adapting policies to create a more **unified and consistent experience** for all generations of employees in the workforce.

More than two thirds of companies in the Nordic region 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 **social enterprise platforms (72%)**.



72%

of Nordic region businesses plan to invest in **social enterprise platforms** as part of their workplace modernization strategy



69%

of Nordic region businesses are changing policies to create a **more agile and compelling** employee experience



>67%

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

THE REVOLUTION STARTS NOW

The study identified many shortcomings in today's workplace strategies that urgently need to be addressed. Organizations in the Nordic region believe their current approach has a particularly harmful impact on their **ability to engage and innovate with external partners**. More business and technology leaders in the region (**90%**) see the **rise of artificial intelligence** as having a bigger impact in the future on their workplace strategy than their counterparts in other European countries.

More than half of businesses in the Nordic region plan to overhaul their strategies to meet the demands of the future workforce. These strategies will leverage innovation in employee experience and 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/>