

Workplace 2025: Portugal

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

A REVOLUTION IS COMING TO THE WORKPLACE

Within the next decade, the concept of a nine-to-five, full-time job in a traditional office environment will be largely forgotten. By 2025, millennials will represent more than 50% of the workforce, 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 **Portuguese** section of the study 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 new demands of the business in 2025.

TODAY'S WORKPLACE IS FALLING SHORT

Organizations in Portugal state that their current workplace strategies are failing to deliver in a number of areas. The majority of participants in the study admit that their current working practices are not flexible enough to get the best out of their employees, while outdated technology is also holding back their business. One of the most interesting findings of the study was that cybersecurity is acting as a handbrake on productivity. Almost half of Portuguese business and technology leaders state that cybersecurity has a negative impact, which is a worryingly high level. When workers are faced with complex or time-consuming security authentication procedures, they can be encouraged to take non-compliant routes and cut corners if they are trying to perform a particularly time sensitive or urgent task.



92%

of Portuguese businesses see interoperability with outdated technology as **a barrier to workplace productivity**



75%

of Portuguese organizations state that their current working hours and practices are **not flexible enough**



46%

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

¹ The Portuguese survey is based on CATI responses from senior decision-makers at 52 large and medium-sized organizations, with respondents split equally between business and IT leaders. Industries covered include financial services, retail, utilities, manufacturing and public sector.

LAYING THE FOUNDATIONS FOR THE FUTURE

Portuguese businesses 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, more than 70% of organizations are planning to adapt current policies to provide an **improved work/life balance**, a **more agile and compelling workplace experience**, and **instant access to information**. The need to drive innovation at speed is forcing businesses to look beyond the walls of their organization, and close to two thirds of Portuguese businesses (63%) have implemented or plan to deploy **crowdsourcing and open innovation** as a way to create new products and services.

The majority of companies in Portugal 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 Portuguese businesses plan to invest in areas including **social enterprise platforms** (69%), **robotic process automation** (40%) and **digital virtual assistants** (38%) in the next two years. But with organizations having to prepare for increasing generational diversity, they will need to act fast to take a more effective approach to **knowledge management**, with just 4% having an effective, structured approach in place today.



73%

of Portuguese businesses are changing policies to implement an **improved work/life balance** to support new generations



63%

believe the **disappearance of the traditional office** will have the biggest impact on the workplace in 2025



>60%

have invested or plan to invest in **biometrics, behavioral and contextual analytics** to balance security and productivity

THE REVOLUTION STARTS NOW

The study identified many shortcomings in current workplace strategies in Portugal that urgently need to be addressed through a new approach to workplace IT. Today's workplace is not designed to support a fluid, flexible workforce, while current security approaches are holding employees back. **Organizations aren't ready for** increased generational diversity, and are **falling short** in knowledge management. But **more than half of Portuguese businesses** plan to overhaul their strategies to meet the new demands of the future workforce. These strategies will leverage innovation in AI and smart connectivity, but they must not ignore key issues such as reducing the dependence on ageing technology that continues to hold 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/>