

Workplace 2025: Spain

How are business and technology leaders in Spain 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 Spain, 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 **Spanish** 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 Spain state that their current workplace strategies are failing to deliver in a number of areas. The large majority of participants in the study (**80%**) say that current working practices are not flexible enough to get the best out of their workforce, while an overwhelming **92%** say that the complexity of today's workplace technology is holding employees back. **30%** of Spanish business and IT leaders 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. Close to three quarters (**71%**) of participants believe that **cybersecurity has a negative impact**, which is a worryingly high level.



92%

of Spanish organizations say the **complexity and ease of use** of current workplace technology is detrimental to productivity



71%

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



15%

of Spanish organizations have no formal strategy in place to leverage **the knowledge of experienced workers**

¹ The Spain survey is based on CATI responses from senior decision-makers at 100 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 Spain 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, **71%** of organizations are planning to adapt current policies to create an **improved work/life balance** for employees and 70% are working to provide **a more agile and compelling workplace experience**. Businesses will also need to support an increasingly diverse workforce with experienced staff working for longer periods, and **43%** are laying the foundations to improve **knowledge sharing** between generations.

The majority of companies in Spain 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 **92%** looking for external help in developing and implementing a **more effective security strategy**. 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 **social enterprise platforms (69%)** and **smart building connectivity solutions (23%)**.



70%

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



69%

plan to invest in **social enterprise platforms** in the next two years as part of their workplace modernization strategies



>55%

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. Even more so than businesses in the rest of Europe, organizations in Spain believe their current approach is holding back their **ability to foster a culture of innovation within the business** and to adapt to a **changing competitive landscape**. They also see the **complexity of current workplace technology** as a greater challenge to productivity than other European businesses. But **more than half of Spanish businesses** plan to overhaul their strategies to meet the demands of the future workforce. These strategies will leverage innovation in social enterprise platforms and smart connectivity 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/>