

Workplace 2025: UK & Ireland

How are business and technology leaders in the UK & Ireland 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 UK & Ireland, 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 **UK & Ireland** 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 the UK & Ireland state that their current workplace strategies are failing to deliver in a number of areas. The large majority of participants in the study (**84%**) say that current working practices are not flexible enough to get the best out of their workforce, while more than **90%** state that the complexity of today's workplace technology is holding employees back. Staff attrition is a challenge to productivity for **85%** of UK&I organizations, while **17%** admit that their current workplace approach is having a negative impact on recruitment and retention. One of the most interesting findings of the study is that cybersecurity is acting as a handbrake on productivity. More than half (**57%**) of participants state that cybersecurity has a negative impact, which is a worryingly high level.



85%

of UK&I businesses state that high staff attrition is currently **a barrier to workplace productivity**



84%

of UK&I organizations state that their current working hours and practices are **not flexible enough**



57%

of businesses in UK&I believe their current approach to **cybersecurity is a barrier to workplace productivity**

¹ The UK&I survey is based on CATI responses from senior decision-makers (split evenly between business & IT leaders) at 351 large and mid-sized organizations in the financial, manufacturing, retail, utilities and public sectors. The sample includes 70 participants from Ireland and 281 from the UK.

LAYING THE FOUNDATIONS FOR THE FUTURE

Businesses in the UK & Ireland 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 **60%** of organizations are planning to adapt current policies to create a **more agile and compelling workplace experience**, and provide **instant access to information**, while **75%** are looking to create an **improved work/life balance** for employees. The need to drive innovation at speed is forcing businesses to look beyond the walls of their organization, and **69%** have either implemented or plan to deploy **crowdsourcing and open innovation** as a way to create new products and services – the highest rate in Europe.

The majority of companies in the UK & Ireland 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 (55%)** and **robotic process automation (44%)**, with demand for RPA particularly strong in Ireland (**48%**). UK companies are among the most aggressive in their plans to invest in **digital virtual assistants** in the next 12 months (**55%**).



75%

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



69%

have invested or plan to invest in **crowdsourcing and open innovation** as a way to create new products & services



>65%

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. Compared to other businesses in Europe, organizations in the UK & Ireland believe their current approach has a much more negative impact on their **ability to engage and innovate with external partners**, and to harness new and innovative workplace technology. They also view staff attrition and inflexible working hours as bigger challenges to productivity than their continental counterparts. But **more than half of UK&I businesses** plan to overhaul their strategies to meet the demands of the future workforce. These strategies will leverage innovation in AI 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/>