

Workplace 2025: Benelux

How are business and technology leaders in the Benelux 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 job in a traditional office environment will be largely forgotten. By 2025, millennials will represent more than 50% of the workforce in the Benelux 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 North America. This report highlights key findings from the **Benelux** 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 Benelux region state that their current workplace strategies are failing to deliver in a number of areas. An overwhelming **92%** of participants in the study state that interoperability with outdated technology is a challenge to workplace productivity. A large majority (**83%**) admits that their current working practices are not flexible enough to get the best out of their workforce, while **79%** state that **high staff attrition** is a problem. Almost one quarter of Benelux business and IT leaders (**24%**) also state 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. Almost half of Benelux participants (**48%**) state that **cybersecurity has a negative impact**, which despite being lower than the other European regions, is still at a worryingly high level.



92%

of Benelux organizations say that **interoperability with outdated technology** is holding employees back



79%

of Benelux businesses state that high staff attrition is currently **a barrier to workplace productivity**



48%

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

¹ The Benelux 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 Belgium and the Netherlands.

LAYING THE FOUNDATIONS FOR THE FUTURE

Businesses in the Benelux 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, **72%** of organizations are working to create an **improved work/life balance** (one of the highest levels in Europe), while **65%** are laying the foundations for a **more agile and compelling** workplace experience. In order to achieve this, a substantial proportion of businesses plan to invest in areas including **social enterprise platforms (72%)** and **robotic process automation (37%)** in the next two years.

Organizations will also need to support an increasingly cross-generational workforce, and **39%** are changing policies to improve **knowledge sharing** between more experienced and younger workers. This is an area that needs to be addressed, with only **8%** having a truly effective organization-wide approach to knowledge sharing and **13%** yet to put any formal strategy in place at all. The majority of companies in the Benelux region also plan to shake up their approach to cybersecurity by implementing **biometric technology, and behavioral and contextual analytics** to provide a less intrusive and more effective approach to authentication.



72%

of Benelux organizations are changing current workplace policies to drive an **improved work/life balance**



>55%

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



37%

plan to invest in **robotic process automation** 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. More so than businesses in other parts of Europe, organizations in the Benelux region believe their current approach is having a damaging impact on their 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** as a greater challenge to productivity than other European businesses. But **more than half of businesses** in the Benelux region 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/>