

Workplace Anywhere

DIGITAL WORKPLACE SERVICES

FUJITSU

A vision of the future >

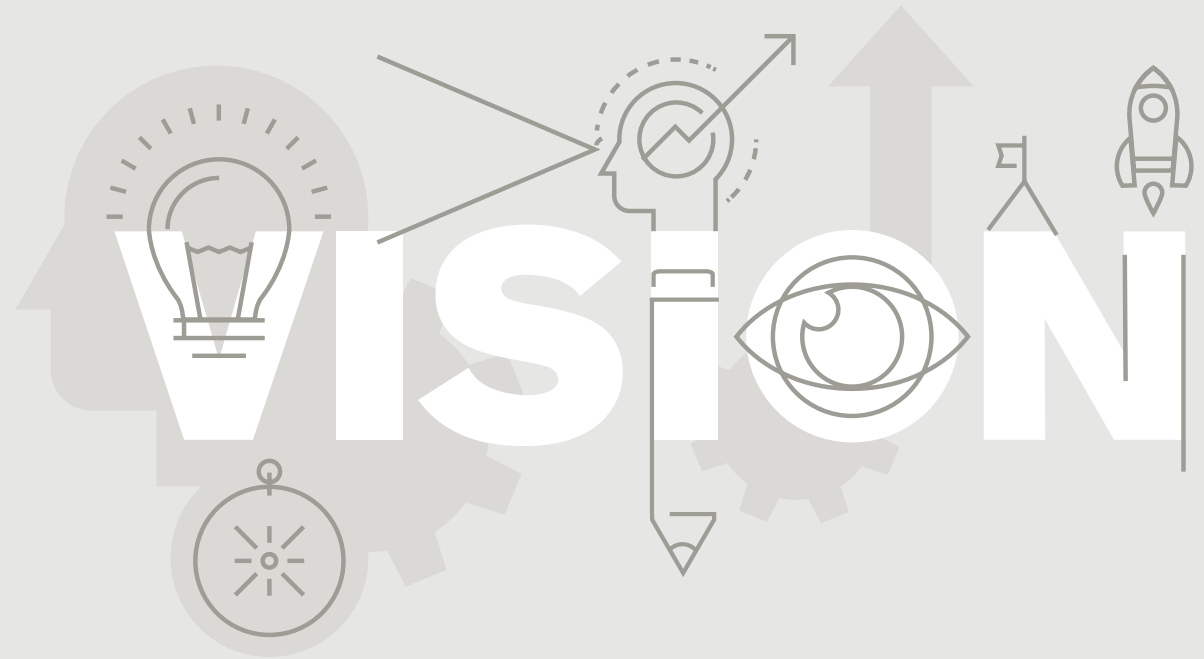
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www.fujitsu.com/nz/services/digital-workplace-services

shaping tomorrow with you

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INTRODUCTION

The shape of things to come

Over the next decade, we'll see a revolution in the way we all work. Both tech-savvy millennials and Generation Xers will carry on demanding to work more flexibly. Only, this time around, companies will listen.



Being able to attract new skills and the best and brightest talent will be what drives success in the fourth industrial revolution.

And if they're going to come out ahead, companies will need to provide their new workforce with the right roles, culture, environment, technology and experience. So, businesses will rethink the concept of the "workplace". They'll take away boundaries. Make it environmentally friendly. And above all, they'll turn it into an exciting place to be.

THE SHAPE OF THINGS TO COME





There will be investment in artificial intelligence (AI), virtual digital assistants, social enterprise platforms and new approaches to security and collaboration. Which means it will engage a workforce that's collaborative, creative and full of energy.

In short, we're at the start of an era of change.

And technology isn't only making change possible: it's making it happen.

Most employees are always connected, while AI will soon be all pervasive.

But the workplace of the future isn't just about technology. As our [Workplace 2025: Is Your Workplace an Asset in the Race for Talent?](#) report shows, it's also about changing culture, giving better employee experiences and making sure employees feel engaged and supported.

People have already started to think differently about personal progression, training and recruitment and, as this new way of working continues to take hold, we can expect to see a change in focus. It will be less important for individuals to do more by themselves. They'll be expected to do more by working together. Companies will even turn to co-creation as part of a wider ecosystem. They'll also see value in promoting and supporting health and wellness.

At Fujitsu, we're prepared for the future workplace. We've a vision of how this can happen. We've put everything in place, from the right infrastructure to the best devices. And we're making sure it's ready to support you and your employees in a simpler, intelligent workplace, where everything is geared towards more efficient, more productive, happier people.





The power to do more, anywhere

Technologies and contextual actions can create better, more personalized employee experiences in the workplace environment for 2025. One of the most important elements of the future workplace is that it won't be restricted to a physical office. Employees can be engaged and productive anywhere.

Let's look at how this could happen.



Scenario

It's 6am. Anna, your personal digital assistant, tells you you've just been invited to present at an international conference. Time to get your travel arrangements in order and prepare your presentation.



1



2



3

Anna tells you that current road conditions make driving the best way to get to the airport. She automatically books a vehicle for the trip.



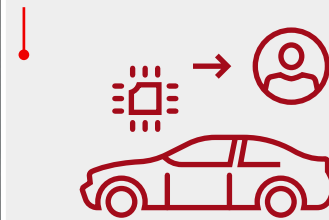
4

When the car arrives, you enter your digital biometric ID. Once the vehicle has checked your identity, it welcomes you, adding that as the traffic isn't too bad, it will only take 20 minutes to get to the airport. On the way, the vehicle keeps an eye on road conditions to keep you up to date.



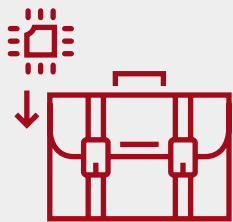
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The vehicle mentions that all your tickets and reservations have been forwarded to you. You won't need them today, though, as your digital ID gives you full access to the services you need, including security and customs.



6

At the airport, a chip on your digital ID identifies your bag. Thanks to the biometrics, only you and the security services can open it. You sail through customs. GPS will track your bag and keep it secure on your journey.



7

Thanks to your digital ID, it's easy to get around the airport. Airport services use information from your personal devices, as well as video and image recognition, to send you messages via the airport dashboards or your devices. There's no excuse for missing a flight.



8

Once you take off, you realize you've forgotten your Ultrabook device. You use your digital ID to access the screen in front of you and ask Anna to bring up your presentations. You rework a few points, then ask her to send the final version to the event team.



9

At the arrival terminal, custom and security have your visa and full identification. It takes you just 20 seconds to go through. A drone delivers your baggage direct to your hotel, and a pickup service is waiting to drive you to the conference.



10

Anna's told the taxi service which music you like to listen to. As it plays and you relax, the vehicle dashboard shows you the latest conference information, lists and profiles of attendees. Meanwhile, you catch up on conference posts and blogs and find out who else is presenting. It looks like being a successful trip.



11



KEY TRENDS

Why there's room for a new kind of workplace

Technology's changing everything for organizations. Automation is altering the way they do business. Traditional barriers have gone, thanks to cloud-based platforms, agile development approaches, smart connectivity, Internet of Things and Artificial Intelligence. That means a chance to make bold moves into new markets. If they can review their strategies, structures and skills, that is.



The sheer scale of this transformation means one thing in particular. You and your fellow organizations will need to start preparing a workplace that's fit for the future right now if you don't want to be left behind.

Our [Workplace 2025 worldwide survey](#) exclusively revealed the challenges that workplaces face today, and the trends that are driving change. These are divided into five main areas, which will reshape the future requirements and positioning of the workplace.



5 Key challenges and drivers for change

1 THE LIFESTYLE WORKPLACE (Social change)

- a. **4 out of 5 businesses** offer working hours and work practices that aren't flexible enough.
- b. **81%** admit high workforce attrition makes it difficult to be productive.

2 THE INTELLIGENT WORKPLACE (Technology change)

- a. **56%** of businesses say technology has a negative effect on the workplace.
- b. An overwhelming **90%** say workplace technology is so complex that it forms a barrier to productivity.

3 THE LOW-IMPACT WORKPLACE (Environmental change)

- a. **41%** haven't yet deployed the latest collaboration-based tools to drive productivity.
- b. **75%** state that their current workplace strategy doesn't include integrated mobility.

4 THE BOUNDARY-LESS WORKPLACE (Business and industry change)

- a. **74%** say current IT gets in the way of being able to engage and innovate outside of their organization.
- b. **94%** see location-based access and information sharing as key security issues.

5 THE CROSS-GENERATIONAL WORKPLACE (Demographic change)

- a. Only **23%** believe their IT has a very positive effect on their recruitment and retention.
- b. Only **10%** have a structured knowledge management (KM) platform and encourage their employees across the business to use it.



How the world is shaping the workplace

ENGAGING EMPLOYEES

Data and analytics give employees personalized services. They'll have the power to work in the ways they work best.

SPEEDING UP CHANGE

Society, technology and economy are all moving at a rapid pace. This is shaping the way we work.

CHANGING THE NATURE OF WORK

Today, the workforce includes flexible working, freelance workers and distributed workforces. The traditional office and ways of working needs to evolve.

CREATING THE PERFECT BALANCE

Companies need to give users a better experience. However, they must also carry on being more efficient and productive.

INVOLVING NEW GENERATIONS

The workforce is full of people with different needs and working styles. Recruiting and retaining them needs us to reimagine the workplace.

DEMANDING A TRULY DIGITAL, USER-CENTRIC WORKPLACE

A workforce that's free to work better and closer needs to be able to take full advantage of mobility, social, cloud and wearables.

UPSKILLING AND RETRAINING CURRENT WORKERS

The workforce today consists of multiple generations. Companies have to keep up to date with knowledge, skills, new ways of thinking, and a changing base culture.

EMBEDDING ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING

AI and machine learning will be at the heart of better employee experiences. They'll make it easier for all age groups to use technology.

SUPPORTING CHOICE

Users will be able to consume the same services across different channels. Equally, channels will be adapted to different groups, presenting the same information in different ways.

EXTENDING THE WORKFORCE

In the future, automation will need to support human creativity. We'll have to find ways to help humans to work alongside AI systems and robotics.

INCLUDING OLDER WORKERS

The population is aging. The labor force growth rate will decline. However, the future workforce will comprise many workers above 65 years old, and they'll have different workplace needs and motivations.



OFFERINGS

How we can drive the future workplace

Our future workplace integrates and simplifies all the technology you need to let people work how, where and when they choose. As a result, employees feel engaged and users feel satisfied.



The workplace includes **3** key features

1

INTEGRATION AND CONTEXTUAL ANALYSIS

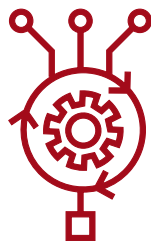
Coming from different data sources in the various systems, this will create an indexed correlation in the user context, revealing hidden complexity, and granting access to services and facilities in the journey.



2

ALGORITHM DEVELOPMENT

Because the systems allow algorithms to be refined and developed, data can be the source of more accurate real-time insights and more appropriate decisions.



3

IOT SENSOR INTEGRATION TECHNOLOGY

Our technology allows you to connect many diverse IoT devices - in the right way. As a result, you can use more data, more effectively.

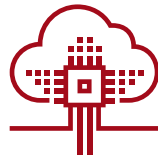


The future workplace



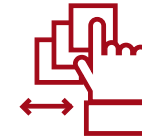
DIGITAL IDENTITY MANAGEMENT AND SECURITY TECHNOLOGY

We provide biometric and identity management to governments and commercial businesses. Because this uniquely identifies individuals, it reduces the opportunity for fraud. It also opens up the possibility of a wide range of services. Some of these, such as visa services, taxi services, access to your PDA and customs clearance, were covered in our scenario on pages 8-11. A Certify Authority of this type will provide the certification and authentication of a person, an institution or an organization. It's binding by law under a global jurisdiction.



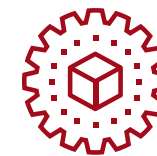
WORKSPACE AND CLOUD INTEGRATION SERVICES

We can help create a new mobile, web, and virtualized digital workspace and make it available to any device and interface. It can interact with private and public systems, offer on line shopping, or allow planning and coordination between services to provide an experience that's uniquely personal to each individual.



END POINT MANAGEMENT TECHNOLOGY

This makes sure people can fully manage and secure the devices they use to link up to the different cloud services and applications.



AUTOMATED APPLICATION DELIVERY MANAGEMENT

With this, the whole lifecycle of applications and data can be taken care of, from installation and real time evergreen updates, to disposal.



CONTENT COLLABORATION TECHNOLOGY

Users can share and work on data in real time. They can also use video and voice to discuss projects, and work together on 3D holograms to create examples of 3D models.



IOT

Over the next few years, devices and sensors will be part of human life. They'll provide real time data, generating big data collections and data lakes.



VIRTUAL AGENT

People's working day can be simpler and less stressful with Personalized Assistance and Collaboration as you can see from the scenario on pages 8-11. These apps use a mix of AI algorithms and complementary technologies such as voice and image recognition to carry out user requests, as with the PDA in the scenario. They can perform a wide range of tasks, from finding a restaurant, planning a trip or calculating expenses to building a presentation. They can even incorporate personal preferences.



BIG DATA

Our big data systems collect data from different sources to give insights into user behavior, devices, systems, applications, security and other topics. The data is grouped in data collections or data lakes where algorithms search for a specific pattern.





ARTIFICIAL INTELLIGENCE, ANALYTICS AND MACHINE LEARNING

So that users can take the most appropriate decisions, we help develop algorithms that process data in real time. These can be based on existing algorithms, or can be brand-new ones to answer new questions. Other technologies that bridge the gap between machine and human include voice recognition, cognitive recognition and contextual environment analysis.

Analytics helps manage performance, operations, user security, applications and communications networks.



DIGITAL ADVISORS

These highly skilled and experienced subject matter experts combine business, innovation and IT technology skills, enabling them to support organizations as they transform and evolve on their Digital journey.



CENTERS OF EXCELLENCE

Here's where our brightest, most innovative and skilled people work with customers. And where amazing things happen.

Using the latest tech, they design, create and test tomorrow's business models. Making sure they align these models to company cultures and values.



SERVICE COCKPITS

High skilled engineers manage service cockpits from centralized hubs. There, they control all the technological, contextual and data environments. It's a way of removing complexity and making proactive adjustments before any users notice an issue, that results in smoother, more rewarding experiences.



The future workplace experience

We can look forward to a future where the workplace offers better experiences. It will also be more fun to work there. This future workplace will be personal to each individual. However, it will also meet the organization's needs in areas such as security, integration, mobility and flexibility. It will be able to make clever decisions and reward achievements according to your private and professional contexts. It will also be always available, everywhere. In short, it will make lives easy, intelligent, productive and creative.



GREAT USER EXPERIENCES

People are used to services offering up great experiences in their private lives. They choose experiences that suit their needs and preferences, and reject those that don't. The future workplace will need to be:

- simple and intuitive;
- based around a consistent user experience;
- productive;
- always available;
- rewarding and flexible;
- context-based.



A SAFE AND SECURE PLACE TO WORK

Today, people need the flexibility to work anywhere. But they still need fast remote access to data that's increasingly fragmented. In addition, there's a steady increase in BYOD and social media at work. Security in the future will need to include capabilities that can tackle all of these.

- Intelligent security platforms will give the right people the right level of access to data.
- Real-time updates will support a workforce that includes office, mobile and home workers and keeps changing.
- Protection won't have a negative effect on the user experience.
- Smart use of AI will protect against cybersecurity threats.
- Policies and automated rules will work, even in a mobile context.
- Constant authentication will be less intrusive.



AN INTEGRATED WORKPLACE

In the future, customers and employees will have access to their data, services and applications whenever and wherever they need them. Devices, data and legacy systems will need to integrate and connect with each other. Even from outside your corporate firewall. Here:

- Data platforms serve as integration layers.
- Application programming interfaces (APIs) integrate services and open up applications to external partners.
- Social tools, voice-activated systems and chatbots integrate with services, for example the next generation service desk.
- Legacy systems and data form part of a total architecture.





CONCLUSION

Matching workforce and workplace

It is not just a question of technology. As the new generations in the workforce become the dominant presence in the workforce, companies are being forced to question their entire approach to the workplace.

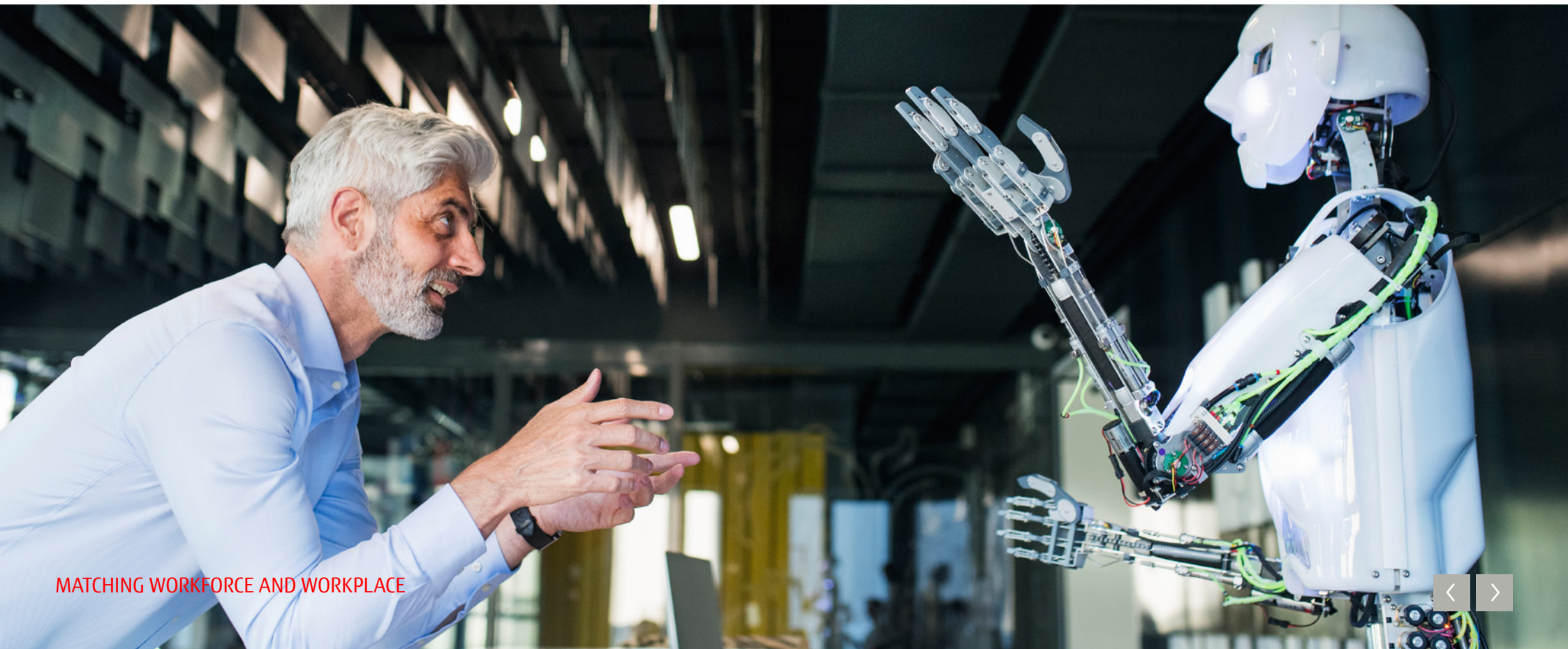




Are employees based in the right locations? Are they using flexible working models to their full advantage? Do they offer the kind of work/life balance that will keep the workforce motivated and engaged?

It's your ability to answer these questions and harness these developments that will help your business thrive in the future.

We used the findings of our Workplace 2025 global survey to devise some key steps that will help your organization get ahead as it prepares for the next 10 years.



10 actions to ease the way for the future workplace



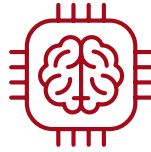
ENHANCE EMPLOYEE FREEDOM

- ➊ Provide staff with the tools that they require to be fully productive, regardless of location.
- ➋ Reinforce today's fragmented approach to provisioning



STRIKE A BETTER BALANCE BETWEEN COMPLIANCE AND EXPERIENCE

- ➌ Build a less intrusive but more effective cyber strategy with Biometrics + contextual and behavioral analytics.
- ➍ Plan and implement a strategy for the underpinning data management and collection processes.



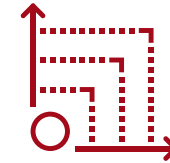
INTELLIGENT USE OF DATA

- ➎ Ensure that you have a clear picture of current productivity levels across the business.
- ➏ Reassess current approaches and barriers to external collaboration.



HARNESS THE POWER OF WEARABLES

- ➐ Work out what wearable technology means for your business and how to get the most out of it.
- ➑ Set clear goals for projects – be it productivity or wellness – and measure the impact.



DESKILLING THE WORKFORCE

- ➒ Ramp up your knowledge management system and processes.
- ➓ Encourage the workforce to share ideas and knowledge through crowdsourcing.



Want to know more? Let's talk.

If you're ready to find out how you can transform your workplace into a vibrant space for collaboration, and innovation for all generations, contact us for our advice and help.

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