

Trends in the Digital Workplace

Fujitsu World Tour 2017

FUJITSU

shaping tomorrow with you



Human Centric Innovation

Digital Co-creation

The hard truth about the impact of change



52%

of 1,100 CXOs say their business
will not exist in its current form
in 5 years' time

In the last 15 years,

52%

of the Fortune 500 companies
have disappeared

40%

of today's companies on the S&P 500
will no longer exist in 10 years

61%

of employees believe IT is ineffective
at helping them be productive

87%

of employees worldwide are disengaged
...but...

companies with a highly engaged
workforce outperform their peers by

147%

In 1955 the average life expectancy
of a company was

75 years

In 2015 it had dropped to **15 years**

22%

of the current skilled workforce will
retire in the next 5 years

...but...

50%

of millennials expect to change jobs
in the next 12 months



Digital workplace trends

Global mega trends

**Shift to cities
(urbanisation)**

**Economic shift
to Asia**

**Greater global
connections**

**Empowered groups
and individuals**

**Competition
for resources**

**Climate change
and pollution**

**Demographic
changes**

**Digital
business**

**Increasing
automation & AI**

Global mega trends



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Demographic changes

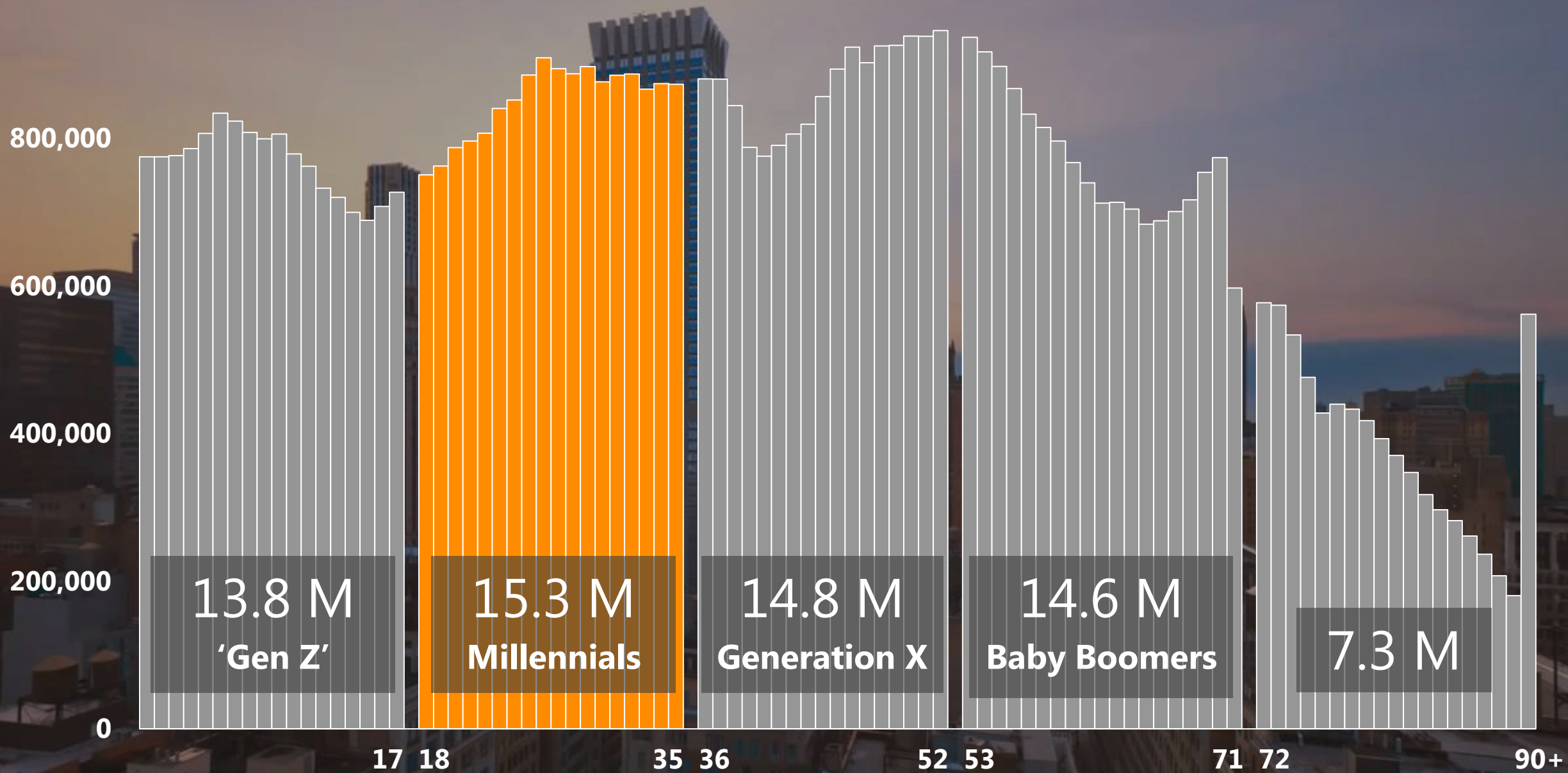


***“Millennials are clueless
on all levels. I cannot
work with anyone under
the age of 35”***



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work with anyone under
the age of 35”***

**Douglas Coupland
Author of Generation X (1991)**



UK millennials on potential future employers: What (else) is important?

// Company ethics"

// Autonomy"

// Freedom"

// Environmental impact"

// Have fun"

// Flexible hours"



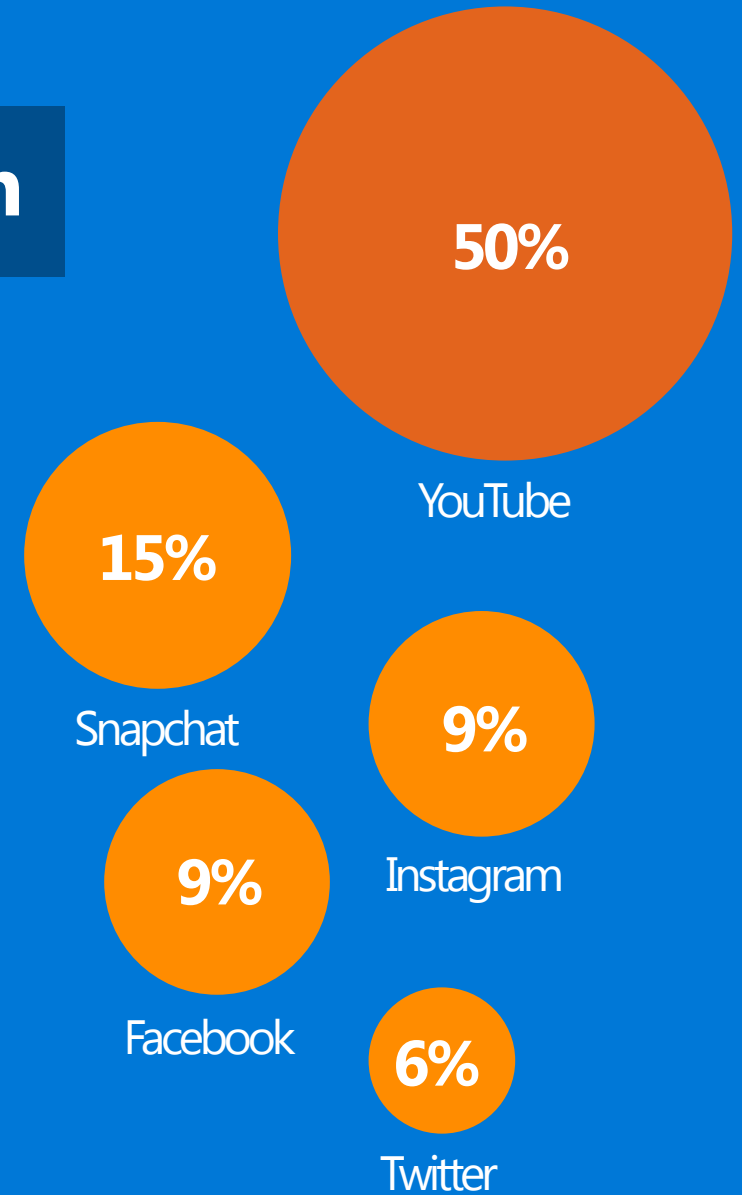
Gen Z - same or different?

First entirely post-digital era generation

Self-educated
Green
Collaborative
Sharers
Social
Visual



*50% of Gen Z
'Can't Live
Without YouTube'*



Digital business

(industry redefined)

A pixelated, blue rectangular button with the text "Buy It Now" in a white, pixelated font. A white hand cursor with a black outline is pointing at the bottom right corner of the button. The background is a light gray with a subtle gradient.

Buy It Now

***“We always overestimate
the change that will occur
in the next two years and
underestimate the change
that will occur in
the next ten”***



***“We always overestimate
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Bill Gates





UK digital transformation research

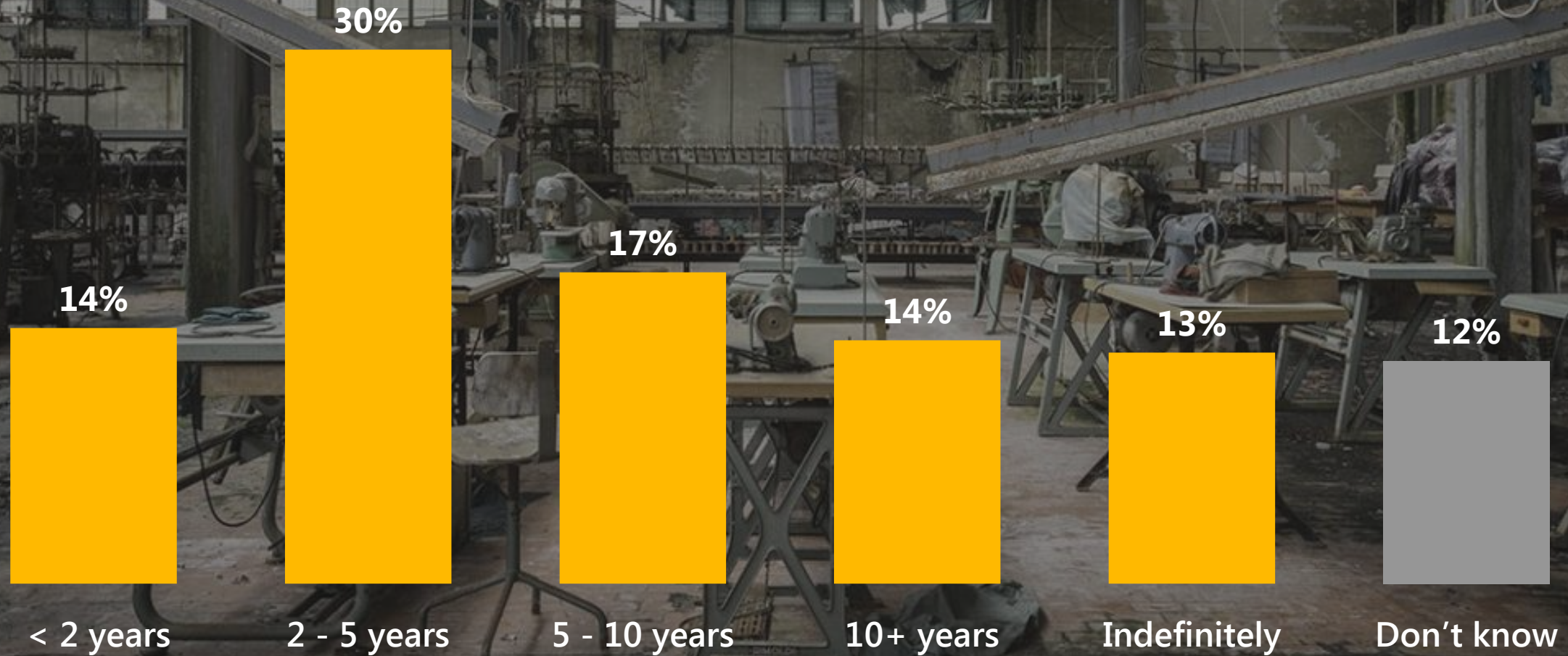
1000 UK
respondents

500+ employee
organisations

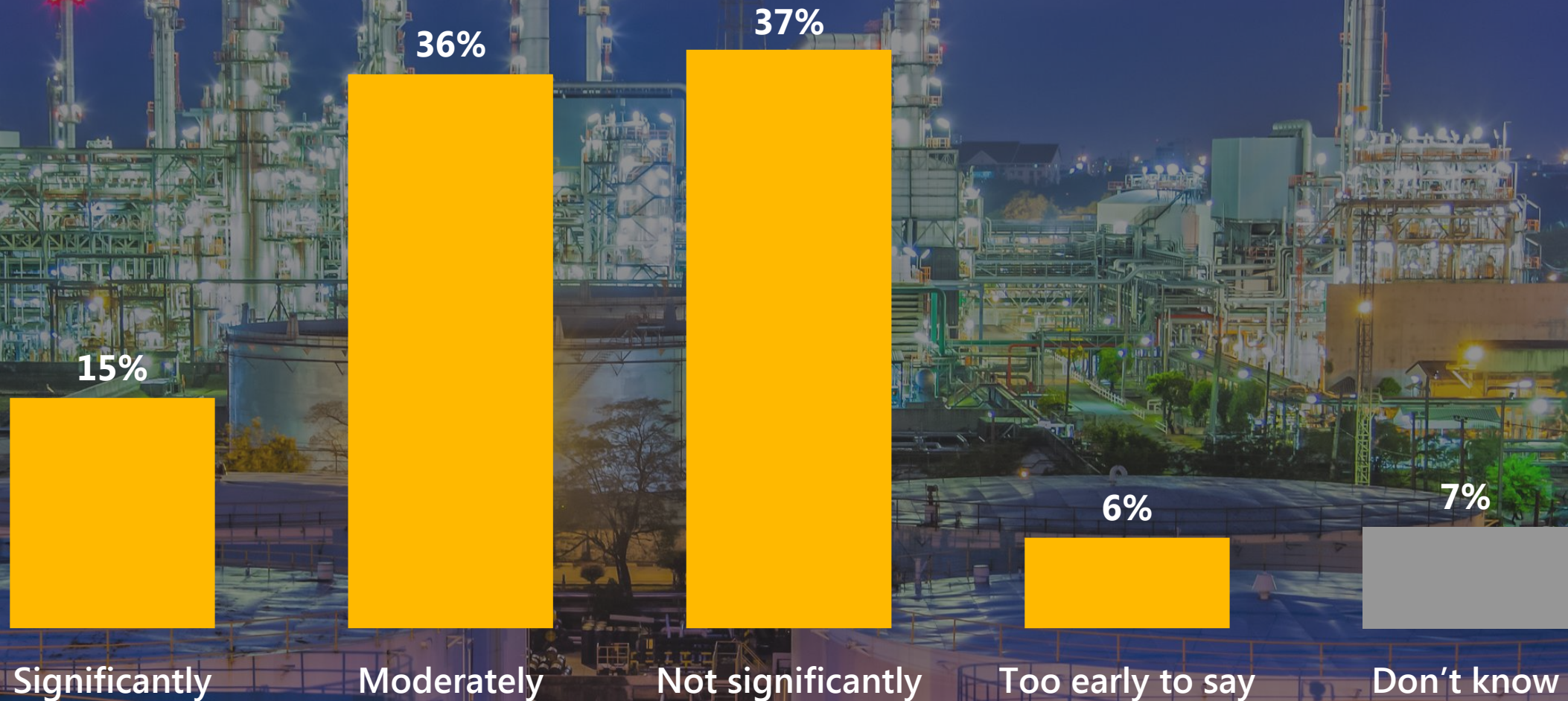
Senior or middle
management

Sept/Oct 2016
fieldwork

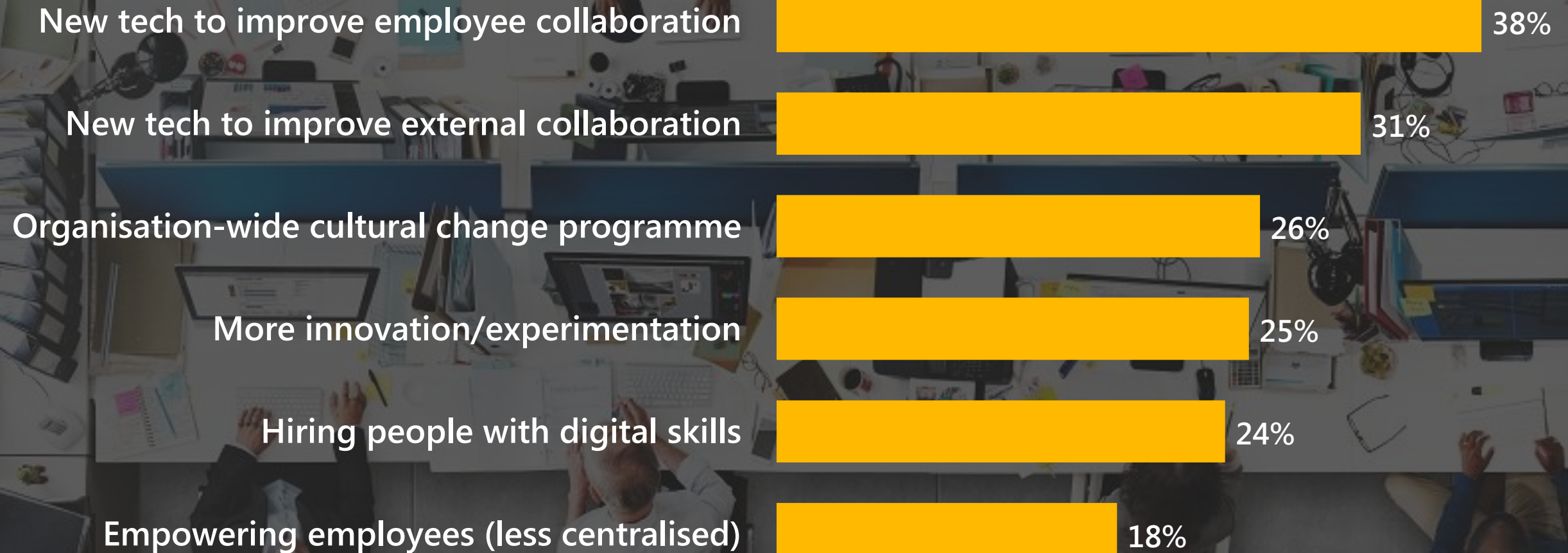
How many more years does your current business model have left to run?

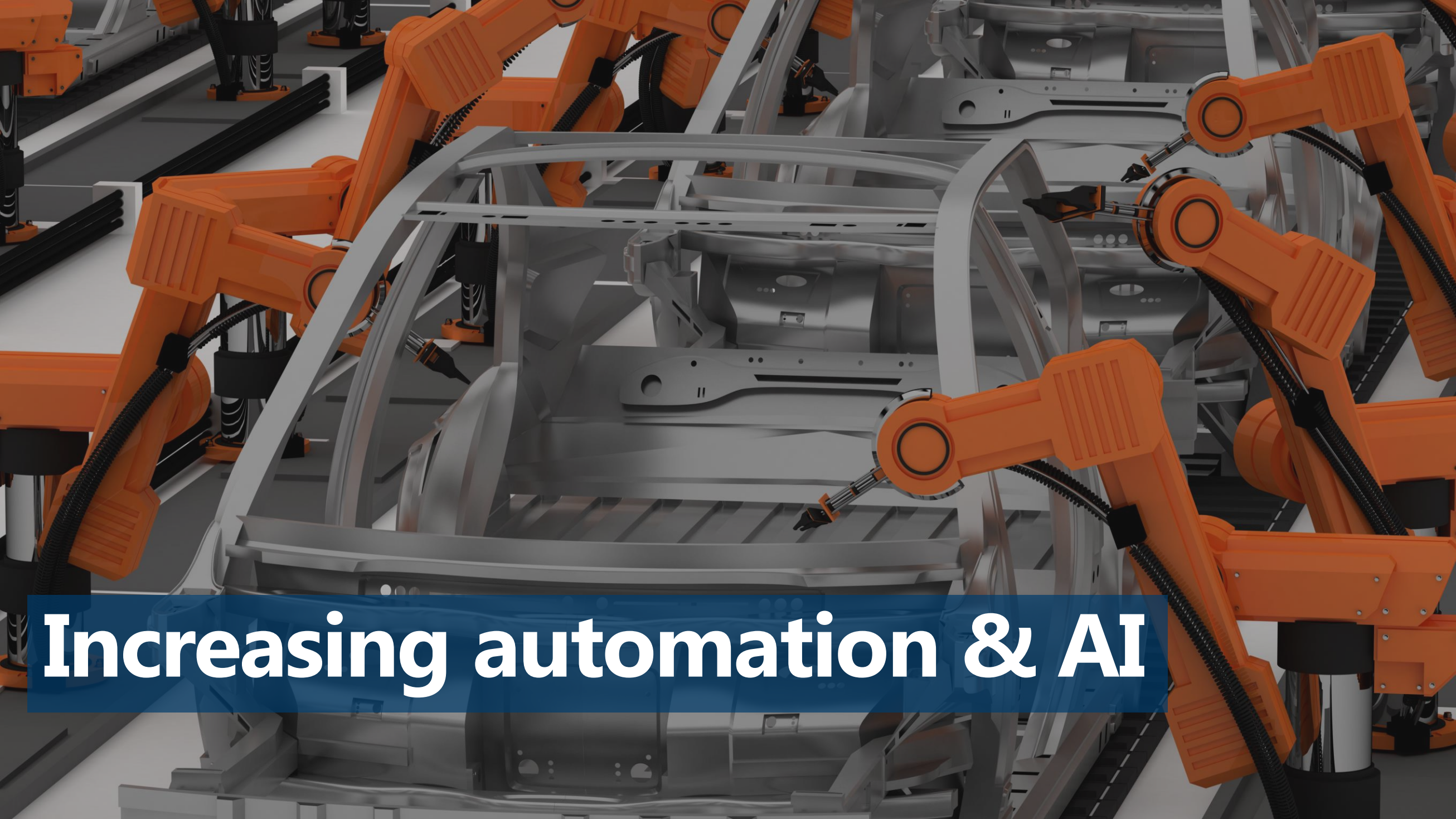


How disrupted will your sector be by new business or operating models, over the next two years?



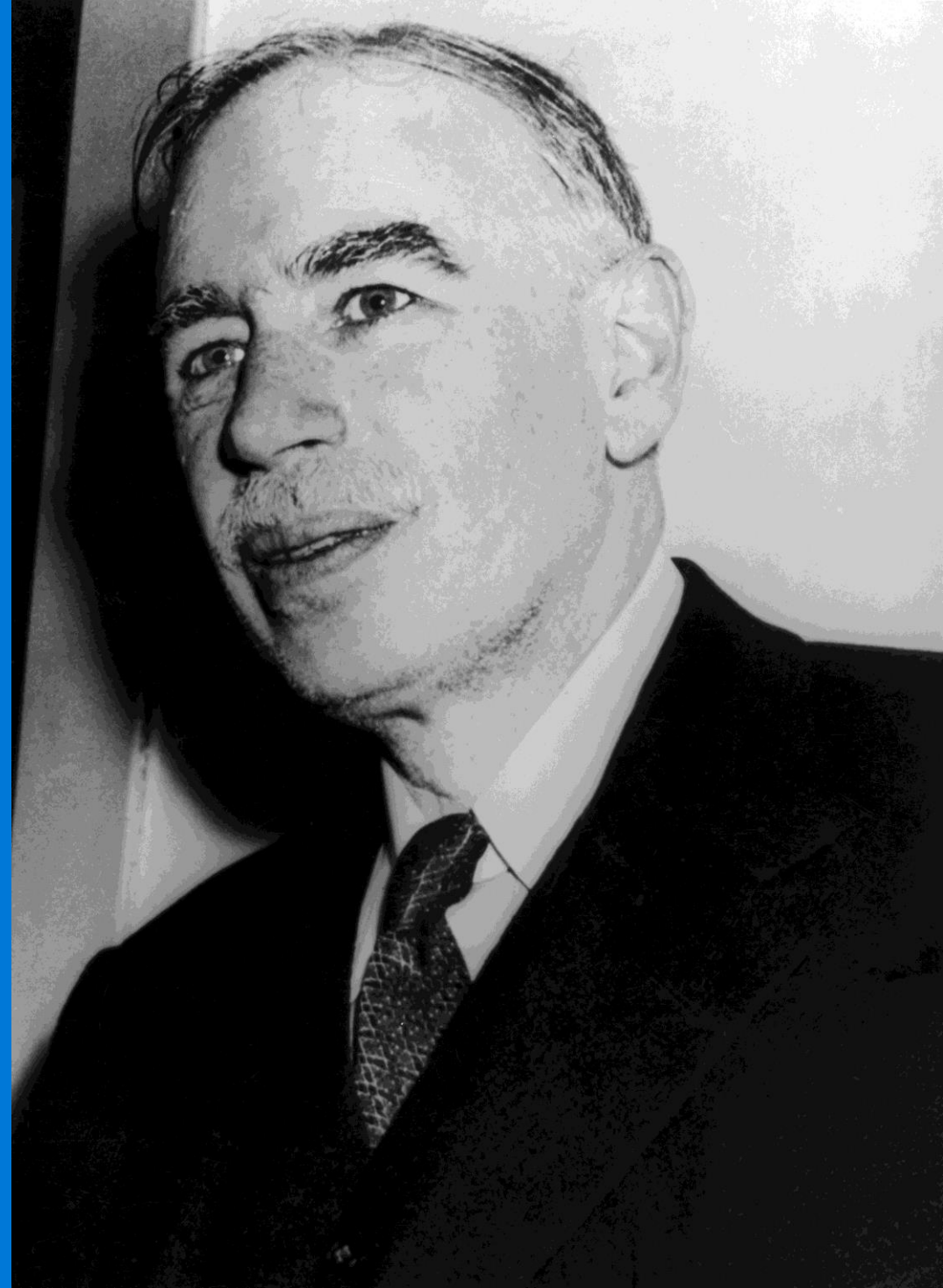
What actions are you taking to change the workplace and organisational culture?





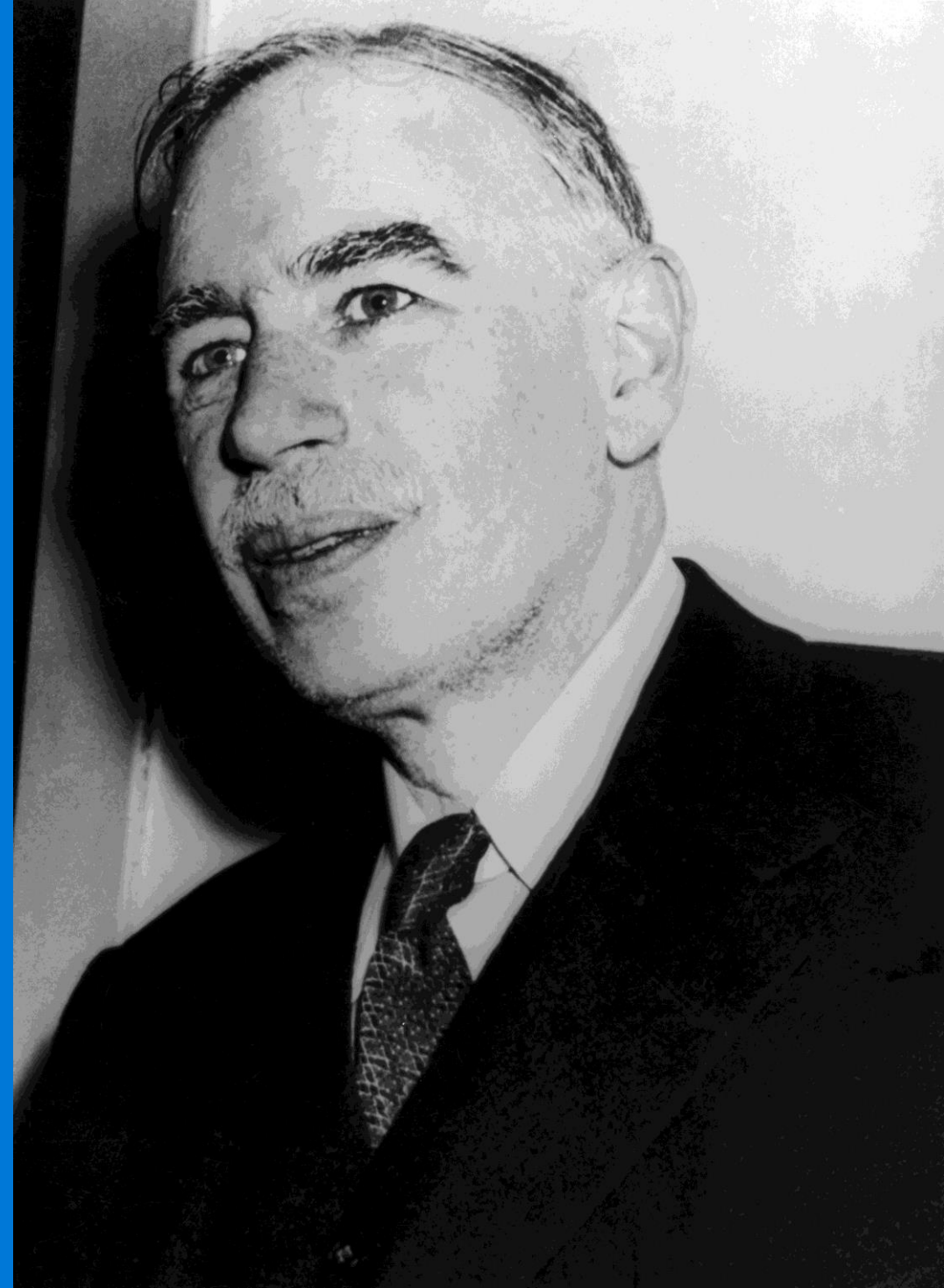
Increasing automation & AI

***“We are being afflicted
by a new disease ...
namely, technological
unemployment”***



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**John Maynard Keynes
Economic Possibilities for
our Grandchildren (1930)**

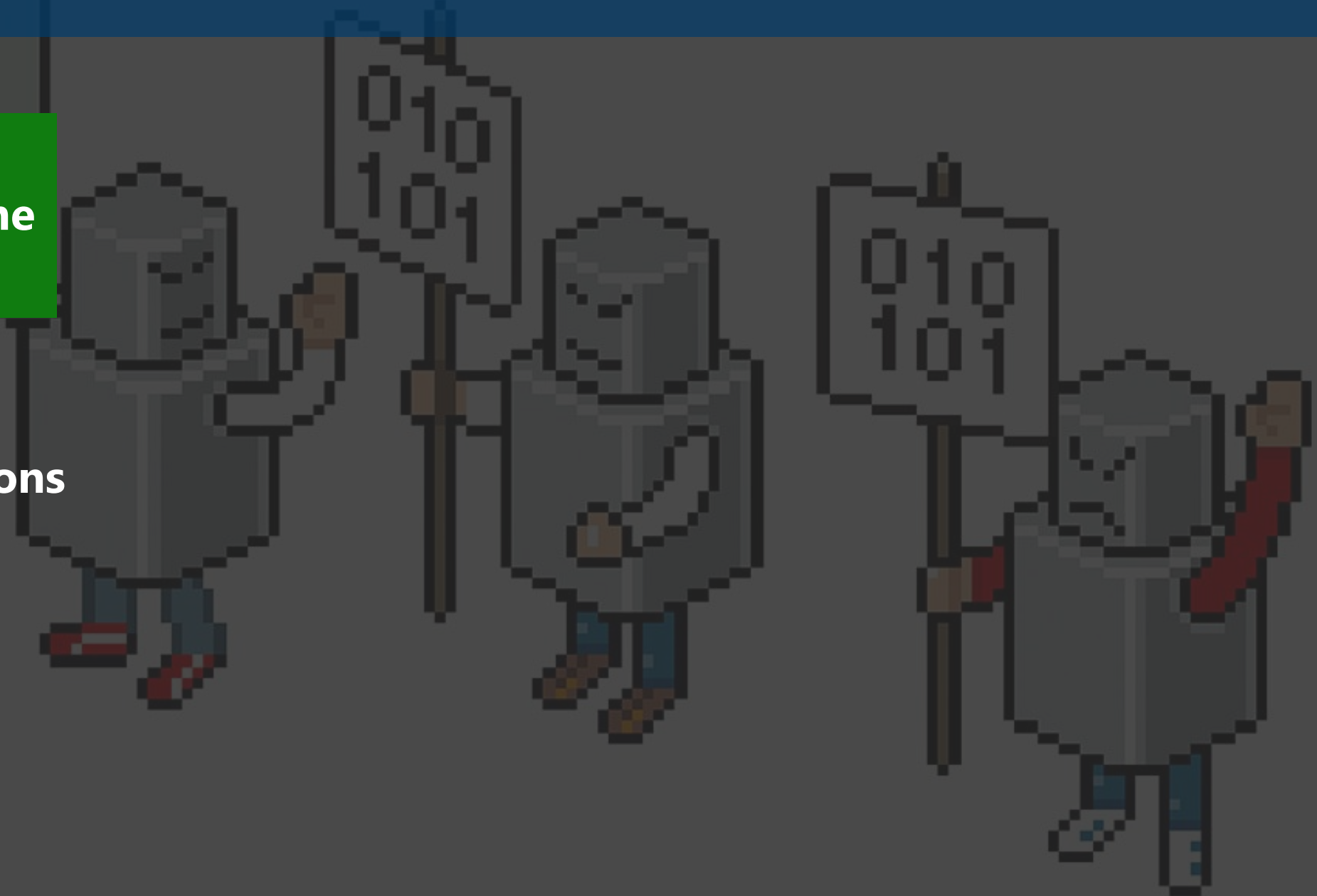


Impact of automation - selected recent studies

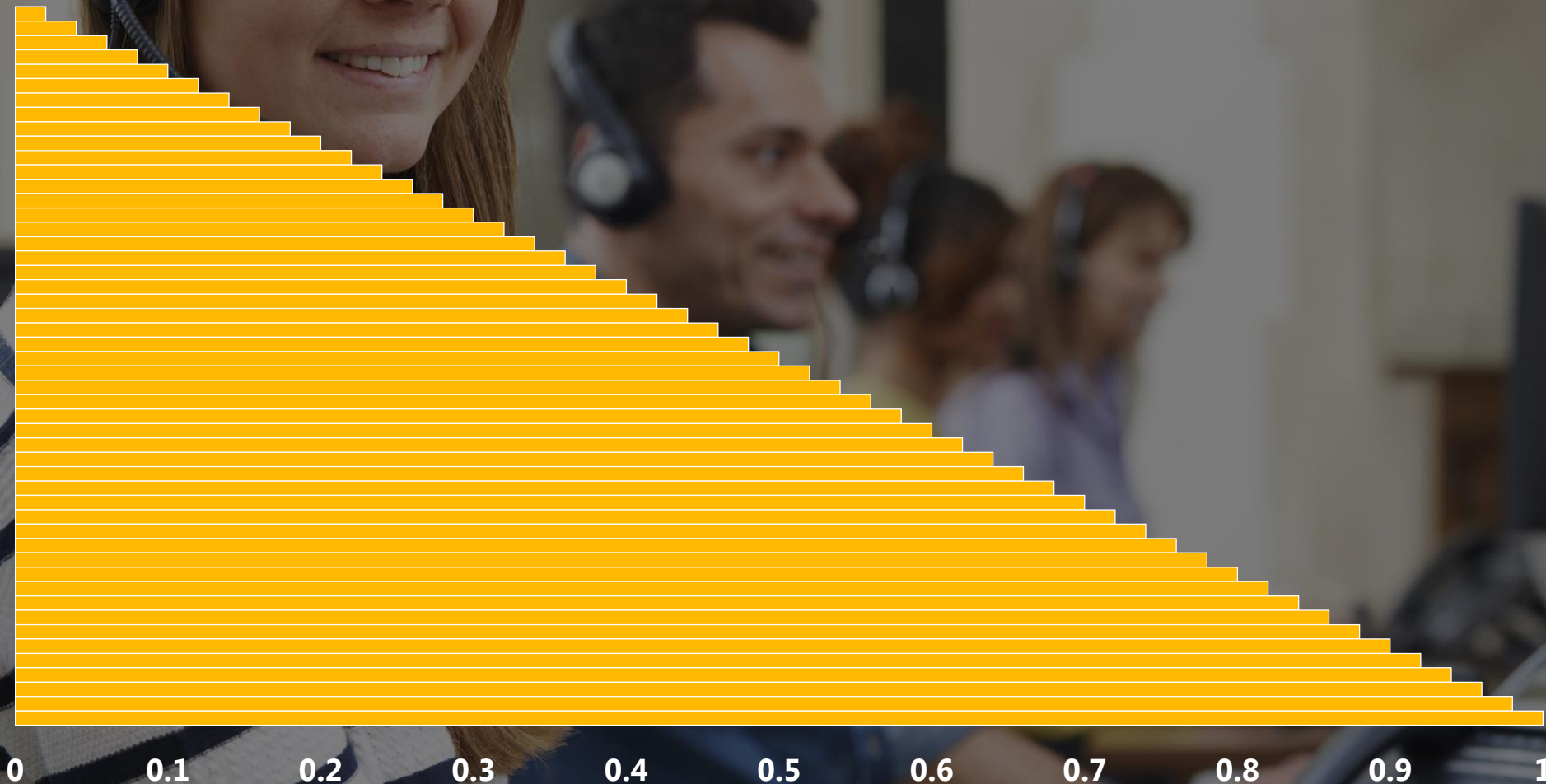
Frey & Osborne

Sept 2013
Jobs/occupations
US only

47%

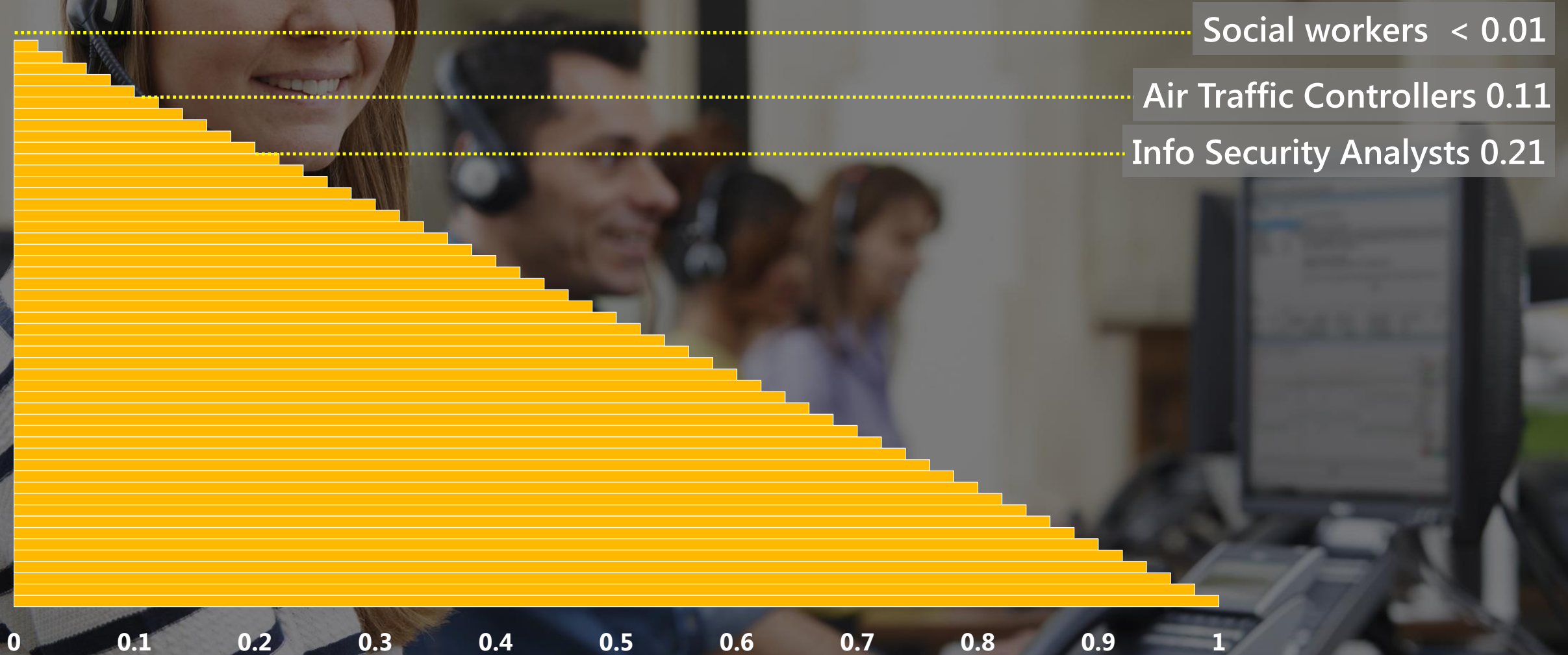


Occupations - probability of computerisation

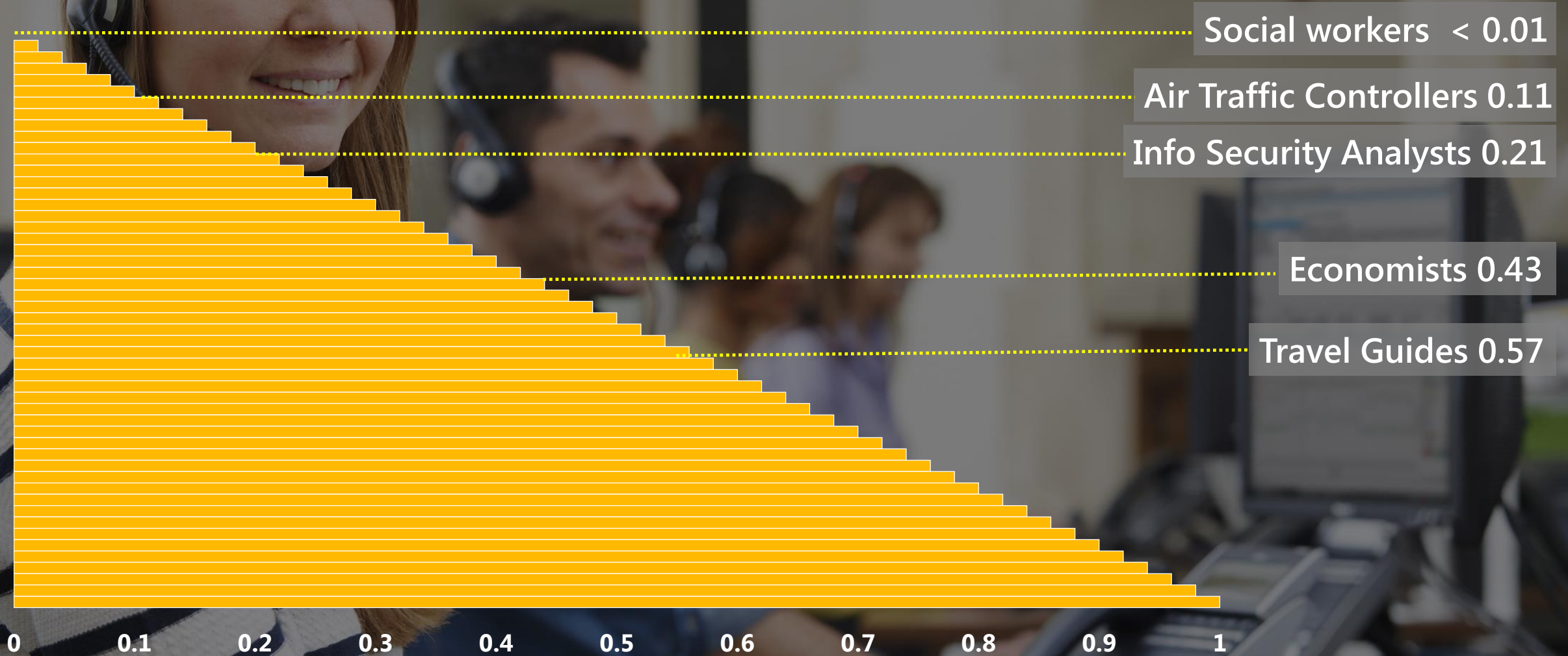


Source: Frey & Osborne

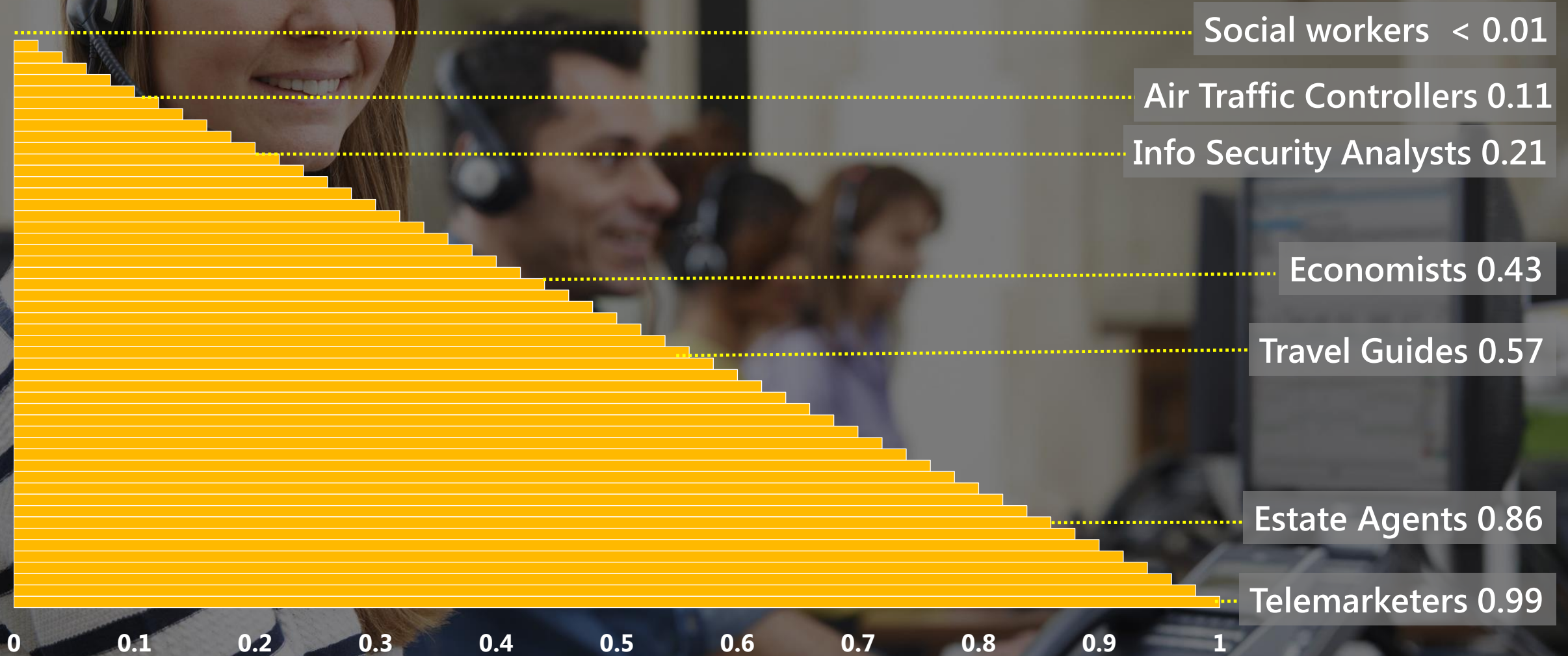
Occupations - probability of computerisation



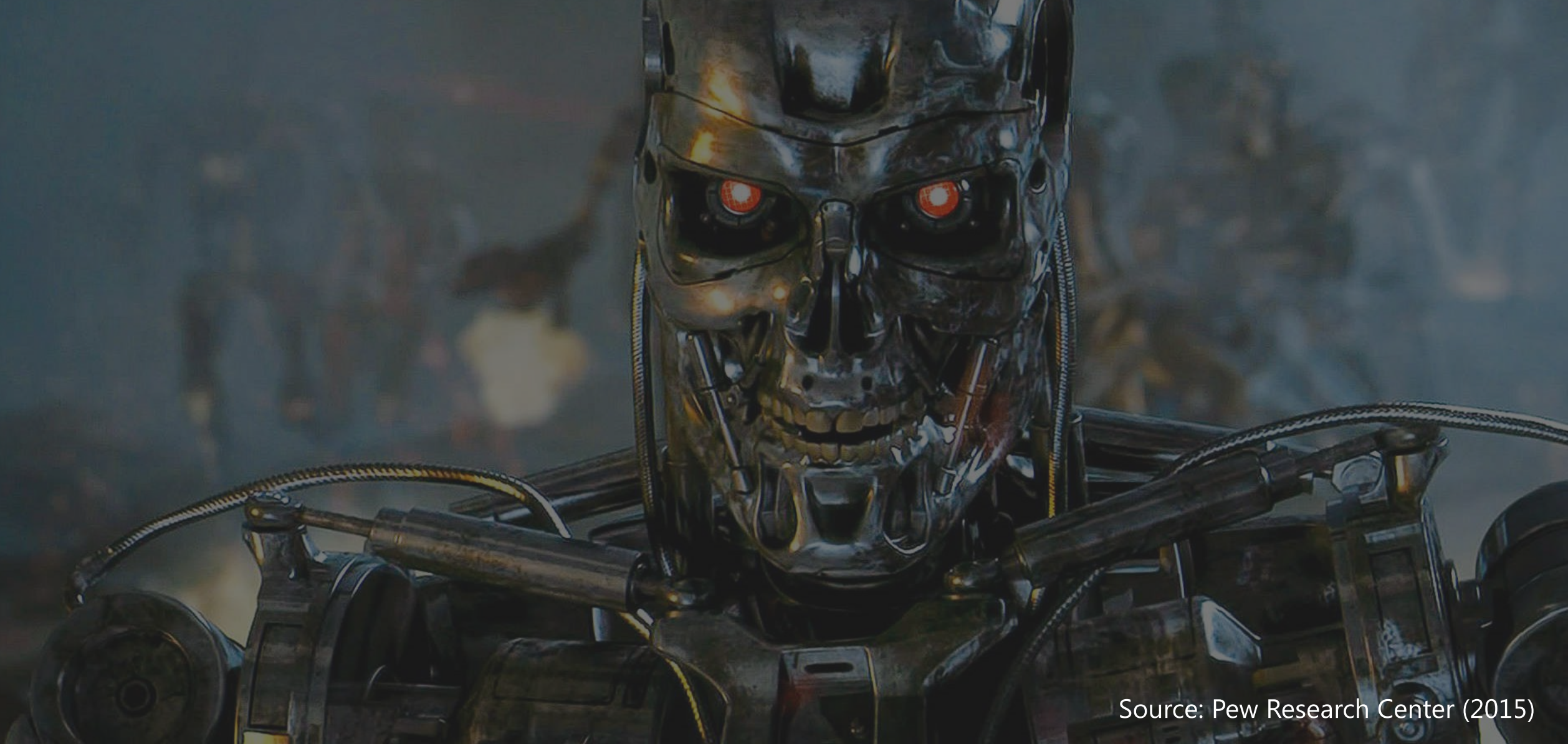
Occupations - probability of computerisation



Occupations - probability of computerisation



Will robots and computers do much of the work currently done by humans, in the next 50 years?



Source: Pew Research Center (2015)

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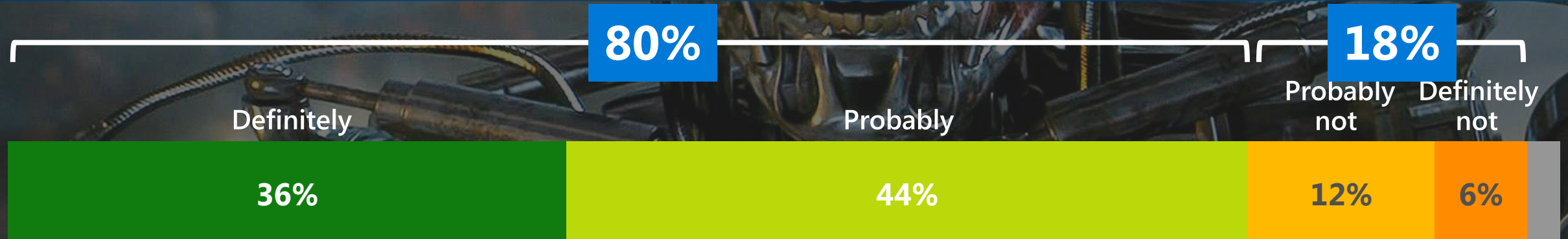


Source: Pew Research Center (2015)

Will robots and computers do much of the work currently done by humans, in the next 50 years?



Will your job/occupation exist in its current form, in 50 years?

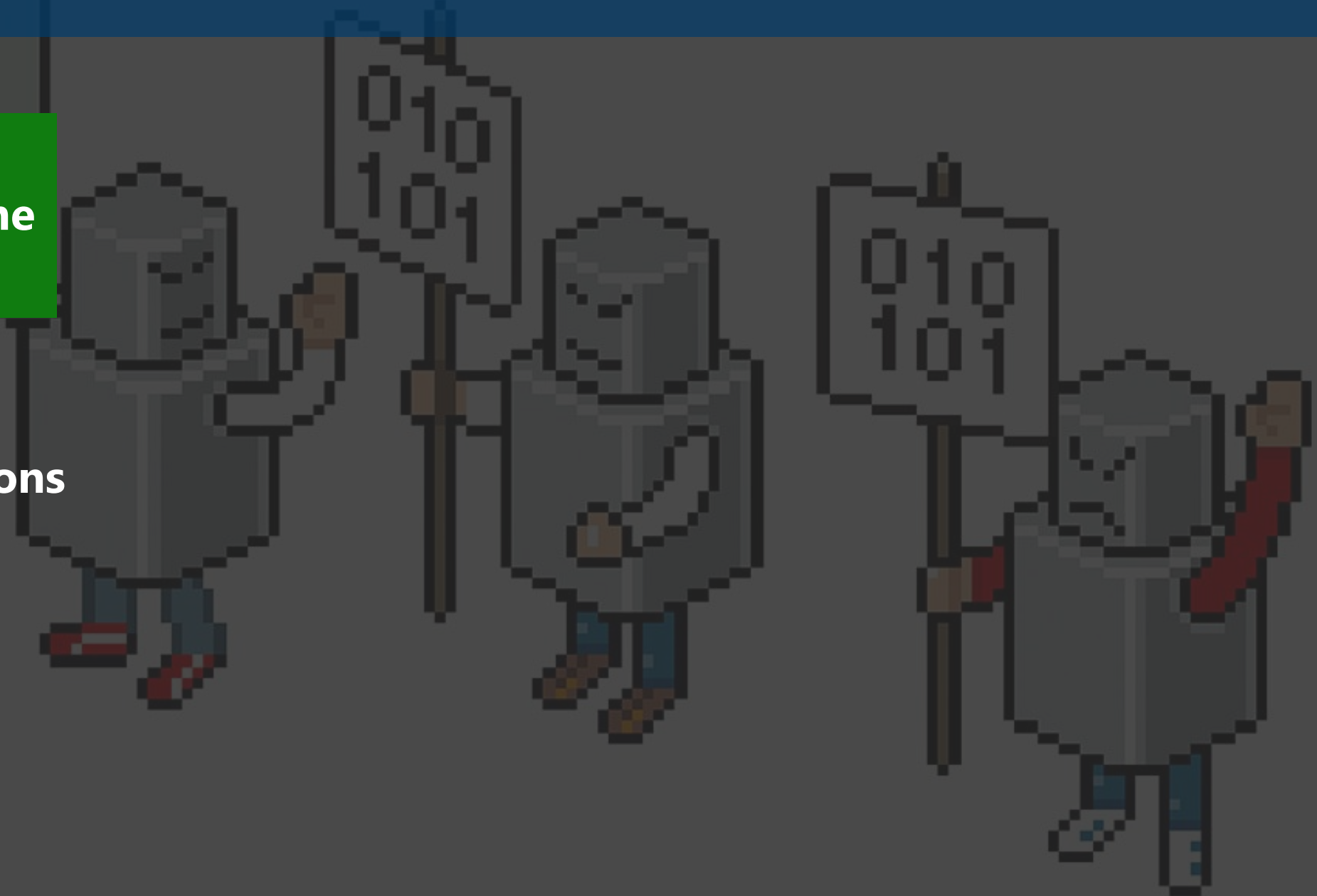


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**Citibank with
Frey & Osborne
(World Bank data)**

Jan 2016
Jobs/occupations
50+ countries

35%
UK

**McKinsey
Global Institute**

Jan 2017
Work activities
40+ countries

50%

PwC

Mar 2017
Jobs
UK (US, DE, JP)

30%
UK

Replace or augment?

Most jobs will change
More people will work with technology
Non-routine cognitive work is where humans will excel



A man and a woman are sitting at a desk in a modern office. The man is on the left, looking at a laptop screen. The woman is on the right, looking at a laptop screen. They are both wearing blue shirts. The background is a blurred office environment with large windows and other people working.

**Creativity /
creative thinking**

Adaptability

**Social
intelligence**

Empathy

**Growth
mindset**

**Critical
thinking**



The extended organisation

The extended organisation



Shift from occupations to project-based work
The platform economy
Shift from companies to ecosystems
Shift to an extended workforce

“Successful organisations will empower and enable people of all ages to do their best work ... and will recognise that their human workforce will increasingly be their key differentiator”

Mike Eccles – Today, Right Now



Modern tools, platforms & services

A collection of various hand tools including a hammer, wrench, screwdriver, pliers, and a paintbrush, arranged on a wooden surface. The tools are arranged in a way that they are easily visible and identifiable.

Consumer-grade UX

Commercial-grade reliability

Enable 'anywhere working'

Mobile, social, collaborative

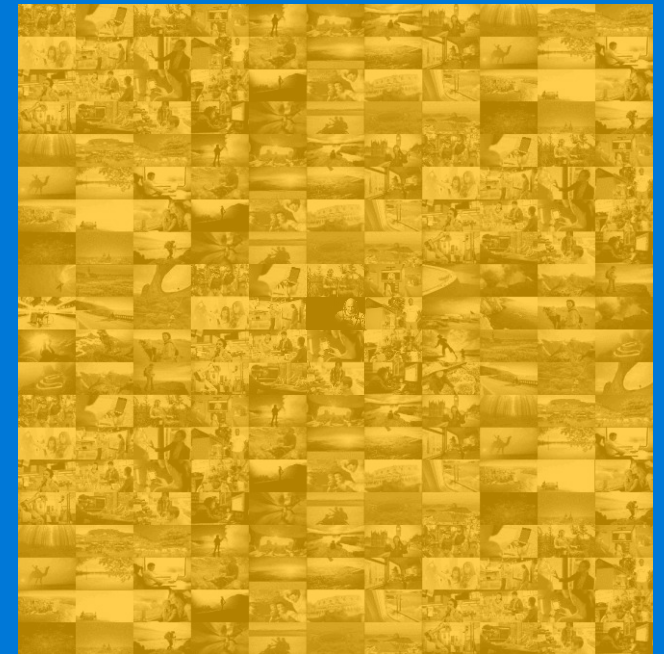
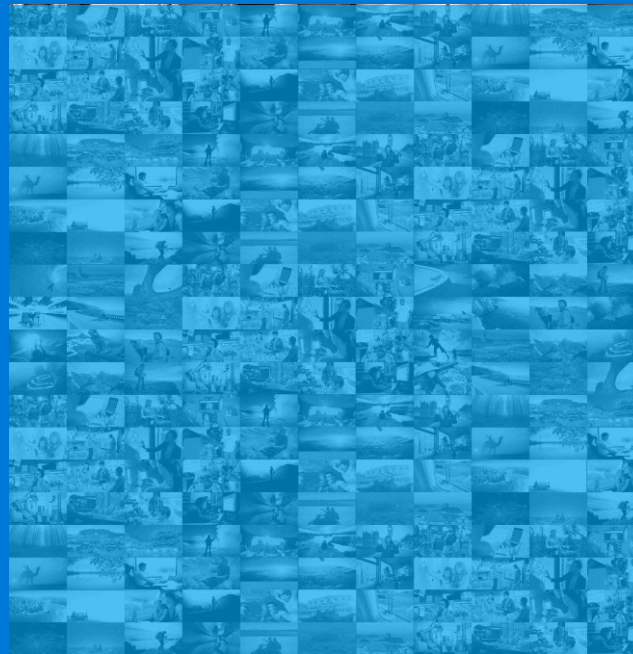
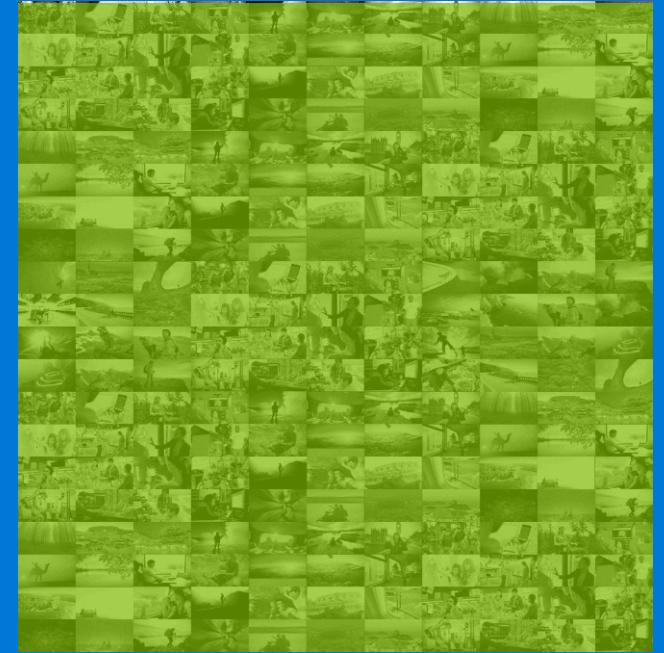
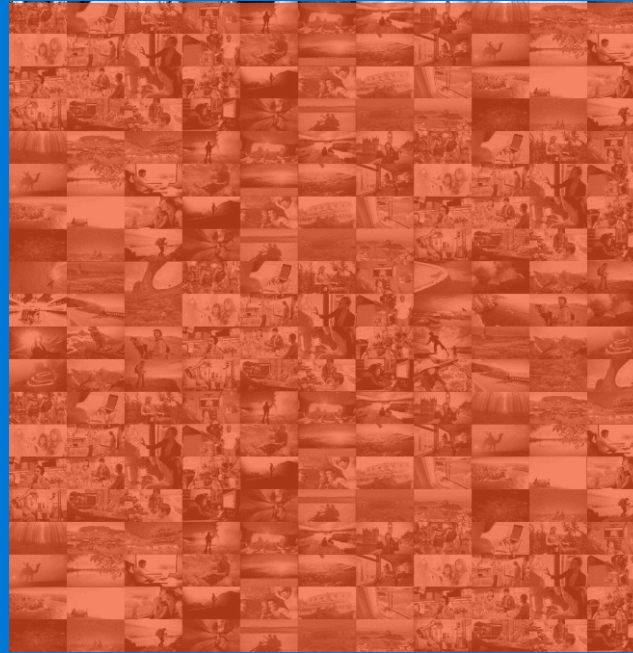
Work from any device

Built-in intelligence, analytics

Built-in security, privacy

Trust

Thank You



Technology Enabled Workstyles



More digital transformation customer references can be found on GKE

Up next...

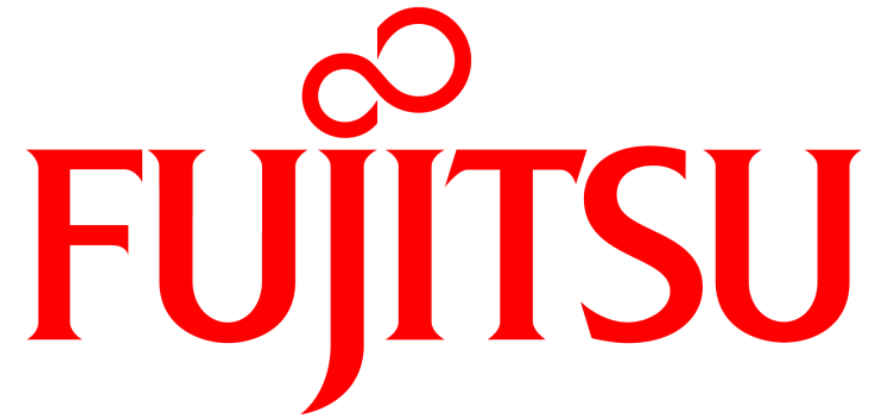


The next session taking place in this room is:

Digital Strategy Workshop

14.30 – 15.10

See through the technology to what matters



shaping tomorrow with you