



The Evolving Workplace:  
**GLOBAL TRENDS**

## IS YOUR BUSINESS FUTURE-PROOF?

The workplace is in a continual state of evolution. Whether changes come in the form of advanced technology or the growing consumer class, global trends are set to shape and influence the future of work. This scenario creates both challenges and opportunities for companies around the world. Do current business models hold the necessary agility to move smoothly into the next wave of innovation? Or will these models be abruptly disrupted, leaving companies at a disadvantage and in crisis? Business leaders are left with two options: Seize the opportunity to keep pace today, or risk falling behind in the future.

This adaptation hinges on anticipating the needs of tomorrow's employees today. A younger, tech-driven workforce is already influencing the workplace, and is presumed to intensify in the future. These next-generation employees expect always-on connectivity from anywhere and at any time, creating pressure for advanced technologies and business structures to accommodate their needs — ultimately reinventing the digital landscape. This transformation in the status quo is influencing the way companies perform business on a global scale and even impacts the way physical workspaces are designed for functionality. It's no surprise that in order to embrace these evolutions, businesses must become future-minded.

However, not all businesses are ready to embrace this mindset. A global study by International Data Corporation (IDC) evaluated the “future readiness” of organizations in today's digital business world. IDC defines a future-ready organization as possessing these two attributes:<sup>1</sup>

- The company has IT infrastructure and organizational practices in place to initiate change and adapt to disruption.
- The company extends the abilities of its IT infrastructure and applications while pursuing organizational best practices that enable the organization to identify and address evolving business and technology needs.

Based on IDC's definition of future readiness, 82 percent of organizations fall short — with only 18 percent of organizations worldwide considered “Future Creators,” the most future ready.<sup>2</sup> This finding raises a startling revelation: The future is inevitable, but businesses may not be ready.

While the future always carries a level of uncertainty, there is time to prepare for the “what ifs” and predictions that surround the workplace of tomorrow. It's imperative that companies start to create a future-ready organization and strategy today that are as adaptable and innovative as the technology and workforce behind it. Understanding trends on a global level, and how they play a role in business and end-user demands, gives companies looking to future-proof their organizations an upper hand.



**18%**  
of organizations worldwide are advanced enough to be deemed the most future ready.<sup>2</sup>



## **THE IMPACT OF GLOBAL TRENDS ON WORKPLACES**

The future is projected to be defined by varying demographics, accelerated innovations, hyperglobalization and rapid urbanization. These forces give companies foresight into how their physical environments, work habits, employees and prospective employees will change, and what they must do to modernize their offerings to stay relevant and secure. Business leaders developing long-term strategies are going to have to focus their efforts on adapting these trends to create a stronger, future-proof organization. From a younger workforce to smarter cities, here's how these influential factors are forging the workplaces of the future.

## RAPID URBANIZATION

According to the United Nations, the world's urban population has grown rapidly over the past 50 years. This mass urbanization is expected to create a new consumer class within bigger cities. Those in emerging markets are projected to spend \$30 trillion in 2025 — up from \$12 trillion in 2010<sup>3</sup> — enabling new types of service and business models that support a growing consumer-centric market. Such models include the proliferation of sharing economies, convenience economies that offer on-demand goods and services, as well as services that support peer-to-peer renting, lending and borrowing. Existing businesses will also be affected by this transition. **Forrester has predicted that in 2017, “more than one-third of businesses will restructure to shift to customer-obsessed operations.”<sup>4</sup>**

## CHANGING DEMOGRAPHICS

Younger generations will continue to increase in numbers until they dominate the workforce. Currently, millennials comprise 35 percent of the U.S. workforce, whereas the next generation (Generation Z) will make up 36 percent of the workforce by 2020.<sup>3</sup> Meanwhile, the number of retirees is growing at more than twice the rate of people entering the workforce.<sup>3</sup> This gap will give younger, tech-savvy professionals a stronger, more prevalent influence on the way work is performed well into the future.

### Millennials (1981-2000)



35% of the U.S. workforce (today)

### Generation Z (2001-present)



36% of the U.S. workforce (by 2020)

A younger workforce, combined with society's always-connected mentality and consumer traits, means work styles will become more ad hoc and less scheduled. This mindset is anticipated to permeate the office of the future, where work will be performed virtually anywhere and from any device. The line between professional life and personal life will become increasingly blurred. Eighty-one percent of workers now say they handle work activities during personal time, whereas 58 percent conduct personal activities during work time.<sup>5</sup> Millennials and their generational cohorts will further redefine typical work styles, as 45 percent choose workplace flexibility over pay, 45 percent use a personal smartphone for work purposes and 34 percent prefer to collaborate online at work versus face to face.<sup>3</sup> With the growth in global connectedness, workforces of the future will play a large role in hyperglobalization. In turn, companies must deploy technologies that can keep up with not only an always-on workforce, but a global one as well.

## MEET THE NEW PROFESSIONAL

The most prominent factor affecting the future of work is the arrival and evolution of the younger professional with these attributes:

- Relies on technology as a way to better his/her work to reach the next level of creativity, innovation and productivity
- Expects flexibility and nontraditional workspaces and hours
- Uses technology and mobility to foster greater collaboration with team members across various projects around the world

## HYPERGLOBALIZATION

Regardless of industry, companies are increasingly competing on a global scale due to a rise in interconnectedness among economies. This expectation will only intensify. Technology plays a major role in this growth, as enhanced capabilities allow for significant global reach. Innovative technology enables companies in emerging markets to evolve and compete while pushing for continuous corporate reinvention in more established markets. As a result, digital platforms and industries are not only expanding, but also experiencing a disruption with the emergence of micro, multinational business models. **By 2027, 75 percent of S&P 500 companies will be gone.<sup>3</sup> Meanwhile, 143,000 new internet businesses are launched every year in emerging markets.<sup>3</sup>**

Companies seeking a place in the market must be prepared to rise to the challenges, separating those who succumb to the disruption from those who avoid being disrupted. With competitive pressure and demands for appreciable interconnectivity, companies are going to have to rethink their global growth strategy and the technology that gives them a competitive advantage.

## ACCELERATED INNOVATIONS

As the workforce grows and global reach climbs, technology takes center stage. This reality is especially true in industries that rely upon technology to reach new levels of production and innovation. Better, faster hardware and software will be required to help satisfy end-user expectations and to keep up with competition. Tactics include implementing the Internet of Things (IoT) into workflow processes, using smarter end-user machines, creating more immersive experiences, fostering hypermobility and providing cloud-based solutions — all while enhancing security features. Here are the technology trends that businesses should be aware of:

### Internet of Things (IoT)

Forrester predicts that “2017 will bring more IoT complexity, overwhelming enterprises that don’t get ahead of the problem.”<sup>4</sup> **In fact, there will be more than 46 billion connected IoT devices, sensors and actuators in 2021.<sup>6</sup>** The amount spent on IoT solutions over the next five years will be nearly \$6 trillion.<sup>7</sup> Businesses need to not only learn how to manage — and protect — IoT-enabled services, but also protect data and impede security risks that accompany it.

### Security

Security will continue to be a top priority for businesses as digital vulnerability increases. Today, 90 percent of corporate executives reported that they were unable to read a cybersecurity report and are not prepared to handle a major attack.<sup>8</sup> This realization is unsettling, considering an organization receives nearly 17,000 malware alerts on average during a typical workweek.<sup>9</sup> Imagine how that threat could transpire with the growing IoT and cloud capabilities.

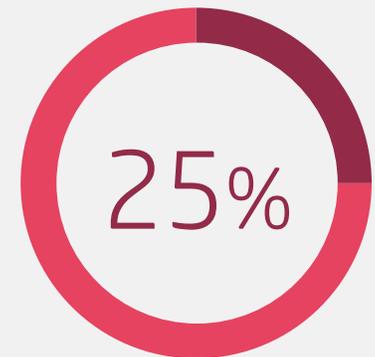
## GARTNER FORECASTS<sup>10</sup>

**2018**

**IoT security spending is projected to reach \$547 million.**



**2020**



**of identified enterprise attacks will involve the IoT.**

**Data**

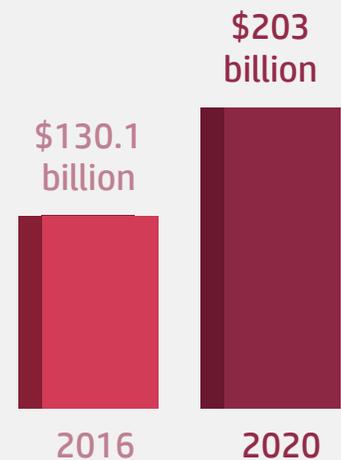
Future technology will bring even greater innovations to the digital landscape in regard to data and analytics, and the devices that generate this data are expected to accrue more data than ever before. Worldwide revenues for Big Data analytics (BDA) will grow from \$130.1 billion in 2016 to more than \$203 billion in 2020.<sup>11</sup> Devices will continue to roll out extensive data and analytics capabilities, demanding the right service providers to execute them.

**Cloud computing**

Forrester predicts that “customer-obsessed enterprises will launch cloud computing’s second decade as they push for speed and agility.”<sup>4</sup> With “as a Service” (aaS) offerings and channel partnerships, the possibilities for how businesses can be run through the cloud are virtually endless. Increased cloud computing will bring significant opportunities for businesses to improve efficiencies and enable considerable mobility in their workforce without compromising safety or costs.

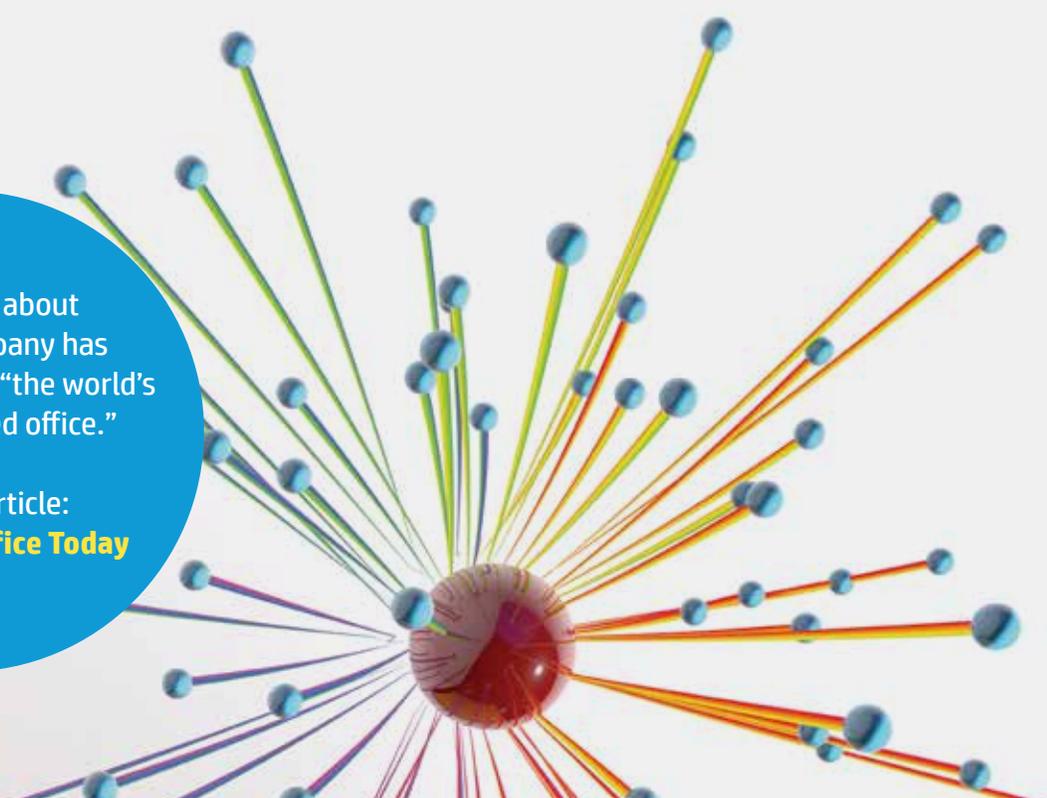
The reality of these global trends is clear: Businesses must adapt or dissolve. Stagnant business models are at the greatest risk of being disrupted. An evolving workplace is essential to surviving and staying competitive in industries across the globe, and businesses are going to have to start planning today. In fact, if they’re just now starting, they’re already behind. Technology must be optimized to create strong, intuitive connections between devices and users; in turn, companies will need to accelerate adoption of these new technologies to create agile workflows and processes built for change and mobility.

**Worldwide revenues for Big Data analytics (BDA)<sup>11</sup>**



Learn more about how one company has transformed into “the world’s most connected office.”

Read the article:  
**Tomorrow’s Office Today**



## **SOLVING TODAY'S NEEDS IN TOMORROW'S WORKPLACE**

Overall, trends in technology and evolving demographics are making an immediate impact on businesses as they move into the future. Organization leaders carry a considerable burden in accommodating this change and balancing the trifecta of IT, end-user and overarching business needs. What's the most effective way to initiate change and meet demands across all key touchpoints? Leaders, including IT decision-makers (ITDMs), will have to be prepared to answer these questions:

**How is the landscape transforming, and what are the global trends causing this change?**

**What are the needs of end users, especially next-generation employees?**

**How can technology solutions and IT infrastructures enable a stronger, more mobile and more secure workforce of the future?**

## THE EVOLVING WORKSPACE

**Who you work with:** A shift from a workforce bound by one-size-fits-all spaces and tools to a dynamic, tech-driven labor pool that requires agility

**How your work is done:** An adjustment from 9-to-5, business-as-usual to atypical work styles and patterns

**Where you work:** A move from traditional office environments to workspaces that adapt to suit individual space and technology requirements

Luckily, the demands that exist in today's workplace will largely influence the office of the future. Collaboration, mobility and security are three trends that span industries and challenge companies to find better ways to foster and expand creative exploration and connectivity, both internally and externally.

### Collaboration:

Companies have been looking for solutions that enable collaboration among colleagues, departments, industries and other areas, due to factors such as globally based workforces, anytime/anywhere business workflows and shared workspaces. In the future, businesses will have several traits in common:

- Online tools and hyperconnected devices that lead to more efficient communication and project execution, as well as employee productivity and workflow efficiencies
- Global connectivity able to keep up with competitive business opportunities, aiding seamless execution of large-scale projects in multiple locations around the world
- Device-agnostic, powerful software that not only supports the needs of employees but also benefits the business, whether that's protecting the bottom line or fostering a more positive work environment

### Mobility:

Workspaces of the future will also be challenged by the growing demand for greater mobility and remote access. Such mobile access enables employees to take their work anywhere, without being confined to any single space, using devices built for flexibility. Yet this also creates a stronger need for security. Mobile devices in the office of the future should be equipped with these three requirements:

- More expansive connectivity for remote accessibility — anytime and anywhere
- Durable, sleek designs and user-friendly functionalities that appeal to younger, on-the-go workers
- Secured devices that enable employees, including IT staff, to have the confidence of knowing their data and documents are protected, no matter where work happens

### Security:

This will remain a high priority, and IT leaders in the U.S. will share concerns similar to those they have today. Sixty percent of ITDMs say security is their No. 1 concern.<sup>12</sup> Devices and services, whether in the cloud or in-house, must to be optimized to be more agile and able to keep up with evolving business and end-user needs, while also being secure enough to protect against foreign and familiar threats. These solutions must also come with easy deployments and the ability to synchronize and efficiently manage processes while reducing unnecessary waste and bolstering security efforts. Ultimately, IT leaders will be concerned with how these solutions aid efficiencies and reduce costs for overall business goals, as well as give employees the satisfaction and security they desire.

For businesses, tomorrow's needs demand not only what's good for the bottom line, but also what can help elevate IT and all employees. This circular approach activates a more future-ready mindset, preparing leaders with short-term objectives to further their efforts for the long haul.

## START YOUR STRATEGY

Global trends require office strategies and technologies that work harder for employees and provide more flexibility than ever before. Companies can presume the “Office of the Future” will have more productive employees, more agile workspaces and solutions, smarter offices and seamless connectivity. In order to achieve these goals, organization leaders must follow these steps:

**Develop a roadmap for success:** Know what’s coming from a global perspective and how this will affect your business, including how your own users are changing, so you can adjust and accommodate their needs well into the future.

**Engage the right leaders:** Tap into the power of IT to create a secure, efficient action plan to future-proof your business, whether for devices or business growth and initiatives.

**Plan for new technologies:** Define a strategy for adopting tools that attract and elevate the future workforce while leading to decreased costs and increased efficiencies.

**Prepare for growth:** Create spaces and offer solutions that help employees be more productive, mobile and secure.

Now is the time for businesses to shift into another gear for office transformation. By catering efforts toward end users and empowering the right leaders, future offices will be able to keep pace with evolving trends in demographics and technologies, as well as establish business models for long-term success in the ever-changing digital landscape.

## Learn more about workplace innovations

### SOURCES

- <sup>1</sup> Matthew Eastwood, "Are You Ready for the Future?" IDC Analyst Connection, December 2015, [http://nowcomms.asia/clients/dell/content\\_central/Future\\_Ready\\_Enterprise/Whitepaper/IDC\\_Future\\_Ready\\_Index\\_Overview\\_Analyst\\_Connection\\_English.pdf](http://nowcomms.asia/clients/dell/content_central/Future_Ready_Enterprise/Whitepaper/IDC_Future_Ready_Index_Overview_Analyst_Connection_English.pdf) (accessed March 30, 2017).
- <sup>2</sup> IDC White Paper, sponsored by Dell, "The Future-Ready Enterprise: Driving Business Results Today While Preparing for the Challenges of Tomorrow," October 2015, [https://www.bna.com/uploadedFiles/BNA\\_V2/Micro\\_Sites/Dell\\_Future\\_Ready/Future\\_Ready\\_Enterprise\\_Study.pdf](https://www.bna.com/uploadedFiles/BNA_V2/Micro_Sites/Dell_Future_Ready/Future_Ready_Enterprise_Study.pdf) (accessed March 30, 2017).
- <sup>3</sup> HP "Office of the Future," April 2015.
- <sup>4</sup> Forrester, "2017 Predictions: Dynamics That Will Shape The Future In The Age Of The Customer," October 2016.
- <sup>5</sup> C Space Primary Proprietary Research with online communities, 2015.
- <sup>6</sup> Juniper, *The Internet of Things* report, December 2016.
- <sup>7</sup> Peter Newman, *The Internet of Things 2017: Examining How the IoT Is Augmenting Workplaces and Lives to Transform the World* report, January 2017.
- <sup>8</sup> Steve Morgan, "Why CEOs Are Failing Cybersecurity, And How To Help Them Get Passing Grades," *Forbes*, 2016, <http://www.forbes.com/sites/stevemorgan/2016/05/04/why-ceos-are-failing-cybersecurity-and-how-to-help-them-get-passing-grades/#265a5510553b> (accessed March 30, 2017).
- <sup>9</sup> Ponemon Institute, "The Cost of Malware Containment," 2015.
- <sup>10</sup> Gartner, "Gartner Says Worldwide IoT Security Spending to Reach \$348 Million in 2016," April 2016, <http://www.gartner.com/newsroom/id/3291817> (accessed March 30, 2017).
- <sup>11</sup> IDC Press Release, "Double-Digit Growth Forecast for the Worldwide Big Data and Business Analytics Market Through 2020 Led by Banking and Manufacturing Investments, According to IDC," October 2016, <http://www.idc.com/getdoc.jsp?containerId=prUS41826116> (accessed March 30, 2017).
- <sup>12</sup> IDC, 2016 Commercial Device Survey: PCs, doc # US41101516, March 2016.