

# Transforming Workplaces to Thrive in the Digital Era

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*Trends and Strategies for  
Workplace Transformation*



# Transform to Thrive: Digital Transformation for Your Business

In our paper *From Surviving to Thriving: Harness Business Resilience to Build Your Competitive Advantage*, we showed how businesses could remain resilient in a rapidly evolving environment to make their organisations stronger and thrive. Companies with clear and efficient workflow processes and workforce arrangements demonstrated greater resilience through crises.

**Businesses worldwide can expect these trends to drive their organisation's transformations from 2023 to 2027.**



Adoption of  
emerging  
technologies



Increased  
implementation  
of Environmental,  
Social and  
Governance  
(ESG) standards



Growing cost  
of living for  
consumers



Wider digital  
access



Slower global  
economic growth



Businesses that made early strides in embracing digital transformation have witnessed growth rates up to **5 times faster** than their slower-moving counterparts.<sup>1</sup>

## Now, it's about being agile.

Resilient and strategic businesses, including large enterprises and small-medium businesses (SMBs), have shown the ability to use digital transformation to empower their hybrid and remote teams, ensure business success and enhance social responsibility.

Many businesses are playing catch-up, some better than others. Today's circumstances provide opportunities for second movers to bridge the gap with industry leaders in technology adoption and innovation culture. They capitalise on lessons from early adopters, accelerating their digitalisation and growth.

As part of building resilience and the right organisational culture mindset, long-term digital transformation means shaping a connected workspace, fostering collaboration in hybrid and remote teams, imagining future jobs through business workflow automation, and enhancing your workforce's skill sets to be innovation-ready.

**Discover more insights in this series:**



**The Workforce of the Future: Streamline Workflows for Smarter Team Productivity**



**Mitigate the Threat of IT, Data and Print Security Attacks: How Businesses Can Strengthen IT Security Resilience**



**Transforming Workplaces to Thrive in the Digital Era: Trends and Strategies for Workplace Transformation**

**Transform your business in order to thrive – to gain speed and productivity through digital transformation.**



Companies that exceeded expectations achieved growth **4 times faster<sup>2</sup>** than those slowest to adopt innovations. This rate is even higher than that of leading companies, demonstrating that you can digitally transform your organisation without sacrificing profitability.

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# Now is the Time to Transform your Workplace

*Organisations with strong long-term performance embrace digital at their core, adapting to rapid and dramatic change.<sup>3</sup>*

Capabilities in the digital workspace, such as utilising virtualised apps, content collaboration and file sharing, will be the key differentiator for companies in the future. Those that embrace digital transformation will be the ones that thrive in a constantly changing world.



The first step to digital transformation is embracing a new reality: that every business is now a digital business.<sup>4</sup> When you tap new capabilities opened by digitalisation and workplace transformation, you also:

- ✓ Open your company up to innovation
- ✓ Secure the future of your business by creating new possibilities for faster growth and more efficient operations
- ✓ Move your business into a more competitive and sustainable position in the market

Building a workspace that enables employees to thrive is a key ingredient in creating a sustainable business. A transformed workplace encourages intrapreneurship (a system where employees adopt entrepreneurial attitudes), collaboration and experimentation.

# What Does a Transformed Office Look Like?

## Flexible Workstations

Employees can choose where they work based on the task at hand, promoting spontaneous interactions.



## Diverse Meeting Spaces

A variety of meeting spaces, from small huddle rooms for quick discussions to large conference rooms for presentations.



## Collaboration Zones

Dedicated spaces equipped with unified communication technology for seamless communication and brainstorming sessions.



## Tech Integration

Facilities that enable easy content sharing, video conferencing and real-time collaboration.



# Ways of Working are Changing: Workspaces Must Also Adapt to Digital Innovations

*Successful digital transformation involves not only technological investments but also cultural shifts.*

How we work has changed, and the places we work in must change with it. As teams do more collaborative work, we must create spaces that encourage this transition.

The way you approach your digital transformation and any change within your business matters. For instance, you have the opportunity to highlight the financial costs and carbon impacts of the changes.

Only 43% of employees believe that their company is taking appropriate action towards sustainability and climate change.<sup>5</sup> By aligning your workplace transformation messaging with broader sustainability, you are wholeheartedly dedicated to establishing a truly resilient business.



**Upgrading digital infrastructure** is an obvious starting point. A crucial change in this area is embracing cloud technology, which enables cross-team communication and borderless collaboration.



**Upskilling your workforce** is another key step. Many employees recognise that their current skill set will quickly be replaced and look to their employers to provide learning and growth opportunities.



To drive long-term change, organisational cultures also need to adapt. **Encouraging autonomy, feedback and experimentation** can fuel the kind of innovation your business needs to stay relevant.



# Building Borderless and Connected Workspaces

## The Workplace of the Future Fosters Collaboration

*Physical proximity is no longer the default mode for teams to work together. Connected workspaces have become a necessity to facilitate collaboration whenever it is needed, in the office or remotely.*

According to research by M Moser Associates, an East Asian architecture and design studio, 83% of surveyed employees envision the future office to have spaces for team building or socialising. Up to 74% want offices with areas dedicated to collaborative work.<sup>6</sup>

While nine out of 10 knowledge workers<sup>7</sup> believe digital collaboration is here to stay, 49% still believe collaboration is easier in-person<sup>8</sup> or at the office. Companies must provide flexible, open and interactive spaces to encourage collaboration in physical workplaces.

## Top Staff Aspirations for Their Future Office



From M Moser Associates, Remote working in Asia survey findings, 2023



# Breaking Down Barriers with Digital Tools

Digital tools have enabled today's workers to collaborate even when they're not in the same physical space or time zone.

## What Tools Can Enable Collaboration in the Digital Workspace?

### Virtual Whiteboards

Mimic in-person brainstorming sessions through online whiteboards, allowing team members to contribute ideas in real time.



### Project Management Software

Streamline workflows, assign tasks and monitor progress with online project management solution.



### Unified Communication Solutions

Consolidate messaging, video conferencing, file sharing and project management tools in one place, reducing the need to open multiple apps during the workday.



***FUJIFILM Business Innovation's Work:Sphere Unified Communication Solution helps offices digitalise, enabling workers to connect in different ways – from their personal desks or from a boardroom.***

# Paving a Way Forward

Digital transformation initiatives tend to fail or stall when companies don't accompany tech investments with changes in work models, work culture and skills.<sup>9</sup>

Creating a workspace that helps future-proof your business requires investment. But where should you put your money to work?

**Experts have a number of recommendations:**

## 1. Upgrade Your IT Infrastructure

How people connect at work and outside the office is critical in keeping things running smoothly. Digitalising your workspace and workflows will facilitate this connection. (To read more about business digitalisation, read our ebook, *The Workforce of the Future: Streamline Workflows for Smarter Team Productivity*.)



### Embrace cloud technology.

Shift your data storage to the cloud to collaborate beyond the physical office and even across borders.

If data leaks are your concern, the top cloud service providers have high security and authentication protocols that can keep your business data safe.

Working from the cloud also makes your business much more scalable, as allocating new cloud resources is faster than buying and setting up hardware.



### Invest in collaboration software.

Many cloud-based platforms enable seamless cross-team and cross-border communication.

For hybrid workplaces, having the right collaboration software can help make your employees more effective and efficient.

Online collaborative spaces also encourage rich, cross-cultural exchanges and foster innovation. Your next business idea or product may come from an online brainstorming session.

## 2. Upskill Your Workforce

The most successful companies invest in their people. Up to 58% of APAC employees consider digital skills important to their careers.<sup>10</sup> Helping your people gain relevant skills will bring dividends not just to employees, but also to your business.



**Support your employees in learning new skills** related to AI, process automation and other emerging technologies.

Always have them put on a lens of how these skills can improve their jobs or streamline processes.



Some businesses have created **internal boot camps** where employees work together to build process automation that relieves known pain points in the office.

This not only builds employee skills; the application of those skills also helps boost work efficiency.

## 3. Foster Open Communication

People may have great ideas but may be afraid to share them. Encouraging employees to make suggestions and be open to change is a great way to transform your workplace from the inside out.



Gartner's Senior Director Analyst for Manufacturing, Ivar Berntz, recommends giving people more autonomy over day-to-day processes, enabling them to try new ways of doing things.

This also means giving them more responsibility for the results,<sup>11</sup> breeding a sense of intrapreneurship within the business.



We touched on this in our innovation paper, *Surviving to Thriving: Harness Business Resilience to Build Your Competitive Advantage*.

Fostering a culture of innovation within your organisation encourages open collaboration and feedback. It helps ensure bottom-up suggestions are heard and valued, leaving more opportunities to identify and address areas for improvement.

# Transformation in Action: Toray Asia

*Singapore-based Toray Asia Pte Ltd (TAS) is a wholly-owned subsidiary of leading chemical manufacturer Toray Industries, Inc., which specialises in manufacturing, processing and selling synthetic fibres.*

To serve its ever-growing regional client base, TAS employees must be mobile. They often work remotely on their laptops, smartphones and tablets. Uploading documents or contracts to the office server is part of their routine.

In the old way of working, these documents had to be printed and filed as hard copies for reference. For uniformity, documents were sometimes re-typed to keep everything the same paper size. This added needless manual work hours to already busy days.



The workplace transformation at TAS began with **equipping employees with mobile printing and scanning**. Employees could copy, scan and send documents securely with a tap of their mobile devices.

Through built-in cloud on-demand print capabilities, employees can print from any computer or mobile device, even when outside the office.



The administrative process of document reformatting was eliminated with **software that converted scanned documents seamlessly into editable Word and Excel files** before uploading, saving employees time.



**Managing, sorting and accessing documents on the go** was also made possible by a cloud-based application that enabled more efficient document searching and editing.

Now, whenever an order request is received, TAS can respond promptly by checking the necessary information, preparing a proposal and distributing it to a sales representative, who can present the proposal on the spot with a tablet or smartphone. Documents can also be annotated and shared for more efficient collaboration.

With the right technological solutions, TAS was able to streamline work processes and enable seamless coordination from wherever their employees may be. This helped TAS cover more ground in less time, growing its business in the region.

# Checklist for Workplace Transformation

1



## Mindset Shift: Embrace Collaboration and Innovation

- ☐ Foster a culture of collaboration that transcends physical and digital boundaries.
- ☐ Promote open communication and encourage employees to share ideas and insights.
- ☐ Encourage innovation and experimentation within your organisation.

2



## Physical Shift: Design Workspaces to Support Different Ways of Working

- ☐ Create flexible seating arrangements, collaboration zones and diverse meeting spaces.
- ☐ Ensure easy access to technology and tools that facilitate in-person collaboration. Check that tools and technologies enhance rather than hinder productivity.

3



### Technological Shift: Invest in Digital Tools

- ☐ Adopt unified communication and collaboration platforms that integrate messaging, video conferencing, file sharing and project management tools. Allow for easy content sharing, video conferencing and real-time collaboration.
- ☐ Implement virtual whiteboards and project management software to enhance online collaboration.

4



### Policy Shift: Accommodate Hybrid or Remote Work

- ☐ Develop policies and procedures that support a hybrid workforce, accommodating both on-site and remote work.
- ☐ Provide flexible scheduling options that align with individual preferences.
- ☐ Encourage regular check-ins, whether in-person or virtual, to maintain team cohesion.

5



### Future-proofing: Invest in Growth

- ☐ Provide training and support for employees to adapt to new collaborative technologies and workstyles.
- ☐ Solicit feedback from employees to identify areas for improvement and address any challenges.
- ☐ Partner with an industry leader who can guide you through the transformation process and inform you of the latest workplace technology trends and innovations.

# Transform Your Workplace and Unlock the Power of Connectivity

*To promote collaboration, innovation and connection among your employees, you need to invest in resources to initiate digital transformation.*

However, this can be challenging without a capable and knowledgeable partner.

You require a partner who comprehends your organisation's specific needs, and can suggest solutions for a successful digital transformation strategy.

**FUJIFILM Business Innovation can serve as your single point of contact for all digital transformation concerns,** simplifying the complexity associated with multiple vendors.








# Thrive with FUJIFILM Business Innovation

*Our robust suite of digital technology and automation solutions can support your digital transformation.*





 **DocuWorks** is a software solution for document management, creation, viewing and editing. It provides tools for efficiently handling digital documents, enhancing collaboration and streamlining document-related tasks within organisations.


 **FTI Reactiv** is a tool that enhances presentations and meetings with a wide range of multimedia content. It can cast devices without the need for apps, cables or plug-ins. FTI Reactiv facilitates creativity and engagement with dynamic presentations and brainstorming sessions.


 **Kintone** is a no-code workplace platform for businesses to manage their data, tasks and communicate on one central platform. Create customisable business applications tailored to business needs and collaborate easily with teammates by managing data (sales leads, customer quotes, employee databases, etc.), speeding up business operations.



 **Microsoft 365** is a cloud-based productivity platform that empowers users with secure, innovative and intelligent apps and cloud services. It facilitates easy access to information from anywhere and collaboration with team members in real time.

 **PlanetPress** is a versatile document automation that simplifies document processing. It can create document auto distribution, personalisation and multichannel delivery, integration and finally bring to cost saving by reducing manual document handling. It helps businesses lower operational costs and increase productivity.

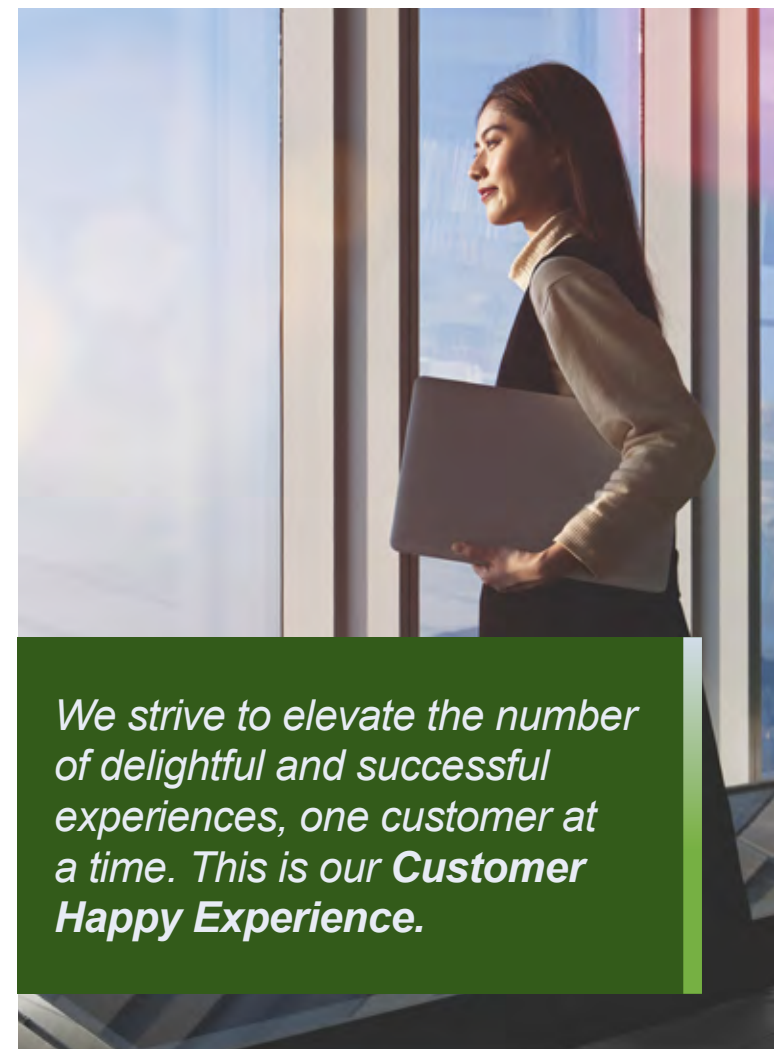
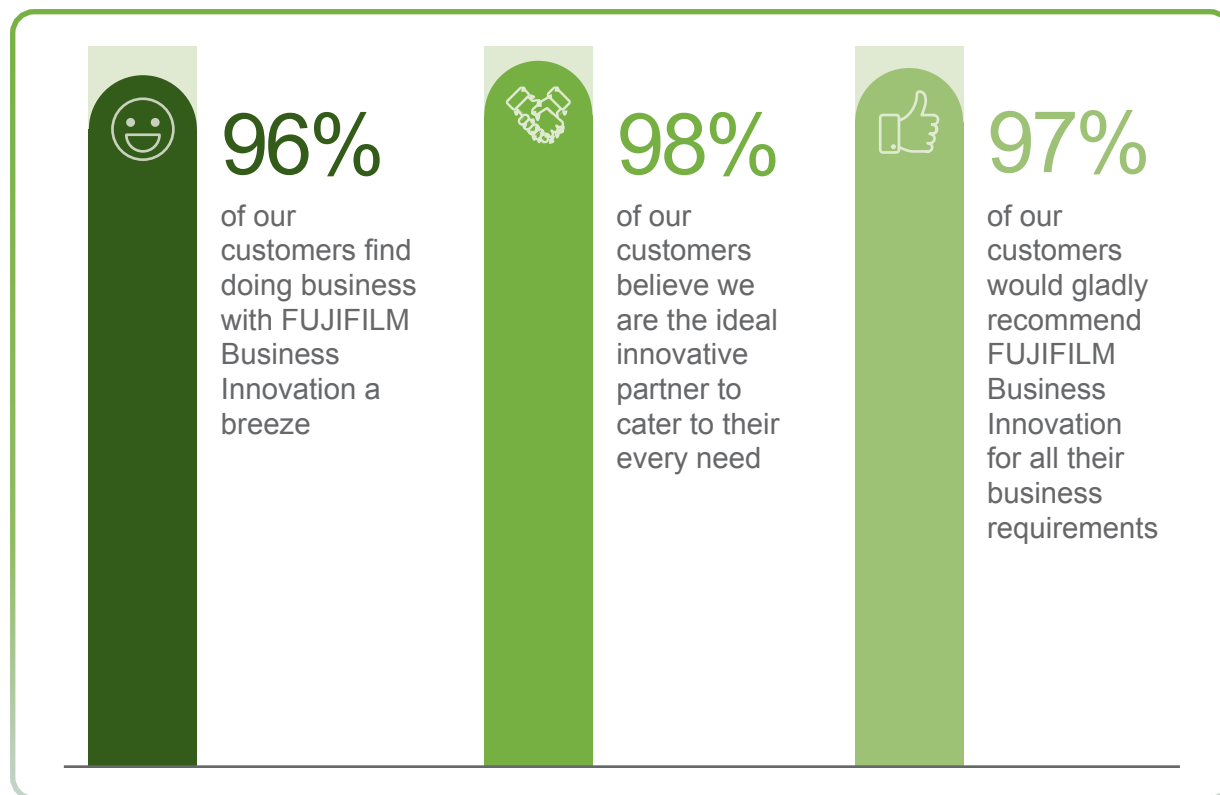
 **Working Folder** is a secure cloud-based storage platform that enables the retrieval and uploading of files from different locations. It helps businesses maintain document organisation and offers access to various workgroups, including both internal and external users.

 **FUJIFILM IWpro** is an all-in-one secure platform solution for business digitisation, provide workspace for collaboration, workflow optimisation, efficient document management of metadata and documents, and versatile cloud-based printing capabilities.

# Empower your Transformation Journey with FUJIFILM Business Innovation

With our solutions and expertise, your organisation can take the next step for lasting transformation. Discover what our valued customers say about their partnership with FUJIFILM Business Innovation.

Through our customer surveys, we've gained some incredible insights:



# Let us help you transform your connected workspace.

*Embarking on a digital transformation journey opens opportunities to reshape your organisation in ways that go far beyond operational enhancements. It's about nurturing a workspace that embodies innovation, agility and empowered decision-making.*

FUJIFILM Business Innovation works with you and your team to understand your business, crafting a transformation strategy that's unique to your needs.

Whether you're at the inception of your workplace transformation or already in motion, we tailor our expertise to your needs.

At FUJIFILM Business Innovation, we're here for you. We are your key partners for effective workplace transformation. We'll help you maintain your competitive edge by increasing efficiency and collaboration within your organisation.



Get ready and stay  
ready for the future.  
Contact FUJIFILM  
Business Innovation.

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