

# Japan: Future of Workstyle (Japanese Version with Key English Language Reports)

AN IDC CONTINUOUS INTELLIGENCE SERVICE

The future of workstyle (FoW) is a fundamental shift in the work model to one that fosters human-machine collaboration, enables new skills and worker experiences, and supports a work environment that is unbounded by time or physical space. IDC positions FoW as one of the eight key practices to work on in realizing the future enterprise that covers a vast area spanning culture, space, and augmentation. Over a year after the outbreak of COVID-19, there was a trend toward working from home, but now many companies are struggling to optimize the balance between office/field/home/other remote places. But wherever we work, the transformation of how we work continues. To give an example of change, in culture, more and more companies are adopting a performance-based evaluation rather than working hours. As a result, the demand for the latest HR solutions has increased. There is also a tendency to introduce various solutions for the purpose of fostering teamwork and employee engagement systematically. In space, digital workspaces have evolved and related technologies such as productivity, security, and communication/collaboration have permeated. And investment to these technologies is increasing year by year. In augmentation, the flow of automation using RPA is accelerating, and with the advent of generative AI, it is expected that a further revolution in work model will occur. In 2024, the Japan FoW program will be published for the sixth year. In Japan: Future of Workstyle (Japanese Version with Key English Language Reports), we continue to carefully observe/analyze the three pillars of FoW and support IT suppliers plan their product portfolio and go-to-market strategy.

## Markets and Subjects Analyzed

- IDC's FoW framework
- Latest trends in hybrid work
- Latest technologies in digital workspace and physical workplace
- Analysis of major vendors playing in the three pillars of FoW
- Trends of user companies regarding three pillars of FoW

## Core Research

- IDC Survey on User Companies: Technologies adoption trends in Japan and Worldwide
- Forecast on FoW Market Size in Japan
- Use cases analysis regarding FoW Space in Japan
- Use cases analysis regarding FoW Augmentation in Japan
- Vendors analysis playing in FoW market in Japan
- IDC FutureScape: Worldwide Future of Workstyle 2024 Predictions — Japan Implications

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Japan: Future of Workstyle \(Japanese Version with Key English Language Reports\)](#).

## Key Questions Answered

1. What is the latest status of the efforts of domestic user companies regarding digital workspace and physical workplace? What challenges do you have?
2. What is the latest trends about culture-related solutions that are adopted by domestic user companies?
3. Which technology vendors and what technologies is IDC interested in?
4. What is the current status and future direction of FoW initiatives by user companies around the world? What are the challenges for domestic user companies when compared with that?
5. What are the business opportunities and threats in FoW for IT suppliers?

## Companies Analyzed

This service reviews the strategies, market positioning, and future direction of several providers in the Japan: future of workstyle market, including: Adobe, Box, BIPROGY, Cisco Systems, Citrix, Fujitsu, Google, Hitachi and affiliated companies, Kyndryl, Microsoft, NEC, NTT and affiliated companies, Nutanix, Oracle, salesforce.com, SAP, VMware, Workday, and Zoom.