

Creating Competitive Advantage in Organisations Requires Leveraging Innovative, Modern Technology



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European Professional Services Organisations Are Worried about Their Ability to Compete

70% worry that they cannot pivot fast enough, and fears about industry health are causing concerns about organisational survival.

Professional Services Organisations' Top Priorities to Compete:

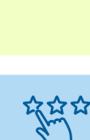
44%

need to attract the right talent to deliver the service portfolio of the future.



39%

require effective resource and skills planning and management.



38%

must invest in digital acceleration solutions to create a future-ready foundation.



37%

need accurate services quoting and delivery excellence for better customer satisfaction.



Moving the Needle to Compete More Effectively Requires Focused Priorities

Professional services organisations need modern technology to enhance the business team's value.

48%

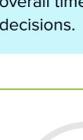
of HR teams need to utilise their talent review and employee capabilities assessments to select and augment their projects with the right employees.

46%

of finance teams need to improve their finance/ERP applications and consolidating current SLAs to improve delivery, overall profitability and revenue.

42%

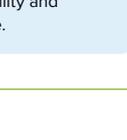
of finance teams find they must also improve their ERP systems by:



Embedding AI, GenAI, and ML to reduce process complexity, surface more insights quickly, and reduce overall time to make decisions.



Standardising business processes across larger data sets to bring more insights for faster decision-making.



Utilising innovative best practices to improve decision support, manage projects and increase profitability and revenue.

42%

of IT teams recognise they must replace legacy systems with more modern, innovative solutions that ingest more data for faster and better decision-making.

European Professional Services Organisations Struggle with Adopting AI

Yet, overcoming the biggest challenges with AI could create great benefits.



35%

of European professional services organisations worry about data complexity and **32%** worry about privacy or compliance limitations in adopting AI.



35%

find the greatest benefit with AI in financial planning, analysis, and budgeting, while their second-greatest benefit is in project time and expense tracking and management.



33%

believe great benefits will come in resource management, including staffing, sourcing, development, and forecasting.



30%

believe AI will bring great benefits to the entire organisation in analytics and business intelligence.

Professional Services Organisations Reap Benefits from Embracing Connected Cloud Services

Digital transformation helps organisations adapt to changing market conditions by improving decision velocity and agility and enabling them to scale quickly and compete effectively.



55%

find improved risk management with better access to more data and expertise, enabling better decisions.



48%

increase efficiency and agility with streamlined processes.



45%

improve communications and collaboration, enabling seamless interactions across locations.



44%

use analytics for financial planning and strategy, giving better decision-making.

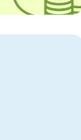
Recommendations to Meet European Professional Services Needs

Suggested calls to action to meet the needs of professional services businesses:

1

HR

Needs to utilise talent reviews and employee capabilities assessments to select and augment projects with the right employees. This means giving HR executives state-of-the-art technologies to uncover gaps in employee skills so they can enable future training programs and refine the focus on new hires.



2

Finance

Using new technology business models that include embedded AI, GenAI, and ML, innovation can help finance pivot quickly by reducing process complexity, surfacing more insights quickly, and reducing the overall time to make decisions.



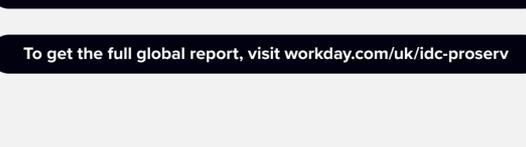
3

IT

A simplified, innovative, connected cloud infrastructure is the key to modernising HR, finance, and ERP solutions. The abilities to connect data, collaborate across the organisation and innovate with AI to improve delivery velocity are critical to competitive advantage.



All data from IDC's Workday Multi-Industry Study, June 2024; n = 183 (Professional Services Europe), n=44 (HR), n=71 (IT), n=68 (Finance)



Workday is a leading provider of enterprise cloud applications for finance management, human resources, professional services automation, planning, spend management and analytics. Our vision is to move companies over faster forward — elevating humans and supercharging work by giving organisations of all sizes the power to transform how they manage their people and their money.