



Global RPO Is Now

With presence in 37 countries and talent services spanning from RPO to contingent, Kelly Services offers a truly comprehensive, global solution.

In 2007, a record percentage of RPO requests for proposals (RFPs) included detailed questions about the provider's global capabilities. While there may be as few as a dozen Global 2000 companies that have contracted for a truly global RPO solution, the trend is clearly identifiable.

The primary limit on the rate of growth is the ability of the providers to deliver a platform with a centralized account management structure that can deliver recruiting programs locally but be managed internationally. Many providers recognize that the market is crying out for this international capability, but few of the RPO companies have achieved any level of sophistication beyond their own borders.

Kelly Services is emerging as a leader in global RPO solutions. Kelly Services had 2007 annual revenues of \$5.7 billion, making it one of the top five employment firms in the world and the second largest in the USA. It operates currently in 37 countries and territories through 2,600 company offices and has more than 10,000 associates delivering services. Kelly employs more than 750,000 contingent workers on behalf of its clients.

In recent years, Kelly created a division specializing in outsourcing and consulting, which includes RPO. This organization creates one global outsourcing division, signaling the company's readiness to expand the RPO platform to greater depth and reach.

In October, Kelly HRfirst (the RPO practice) announced its acquisition of access, AG of Germany. With operations in Germany and Austria, access, AG has been serving the recruiting needs of clients in Europe since 1991. They are also a leader in recruitment process management.

As Rolf Kleiner, senior vice president and general manager of Kelly Outsourcing & Consulting, explains: "We already have global clients for whom we were delivering RPO services on either side of the Atlantic. We see a clear growth trend as there is demand, but most providers don't have the robust capacity to offer a truly deep RPO solution across multiple geographies.

"In the access merger, we recognized we could enhance our global platform, we could answer the clients' call for global services, and could join

with a very high-quality organization with a rich 15-year history of exemplary service. We see this as giving us an incredible advantage in bidding to multinational organizations that want one account team to service them worldwide."

Former access AG CEO Claus-Peter Sommer added: "Through the Kelly merger, we can offer our unique programs and expand our solutions to existing Kelly clients. This is clearly where the future is headed and it is exciting to be a global leader in the recruiting industry."

The Kelly Outsourcing & Consulting Group structure allows the company to seamlessly deliver RPO, BPO, HR consulting, and Contingent Workforce Outsourcing (MSP/VMS programs) and career transition services through one organization. As the military strategists would say, they have a global reach and a clear "local superiority."

For more information on Kelly HR First Services or other services of the Outsourcing & Consulting Group, visit <http://www.kellyoc.com>.