



Kelly Services, Inc.

Moving up the value chain with Mac.

Kelly Services® places specialized professionals in organizations across the globe. And to manage this high-end workforce, Kelly® hires top performers for its internal staff. But with more and more internal recruits expecting Mac at work, Kelly needed to meet the demand by offering a technology choice. Now Mac is a key differentiator for Kelly Services—enticing top talent and helping the company continue its move up the value chain.



Company Snapshot

Solves global workforce challenges with clients around the world.

Clients include 99 of the Fortune 100.

Job placements include specialists and professionals in science, IT, engineering, health care, and finance.

Ranked 462 in the Fortune 500.

kellyservices.com

"When we recruit people, they want to walk in and use a Mac. Offering Mac really helps our overall offering to attract and retain the best."

*Judy Snyder, Senior Vice President and CIO,
Kelly Services*

"We quickly demonstrated that there's no cost disadvantage to deploying Mac."

*Nicole VanHaren, Director, Global Infrastructure,
Client & Collaboration, Kelly Services*

Enticing New Recruits with Mac

Kelly Services not only is a leader in the global staffing industry, it founded the industry in 1946. Today, with highly specialized recruiting on the rise, Kelly has staffed up its own teams with top-notch talent. Yet Kelly's use of Windows-based PCs once hindered recruitment efforts for top candidates who preferred Mac. It also resulted in a loss of productivity when new employees—who were Mac users—were required to learn Windows. That is, until Kelly's IT organization reinvented itself to offer a technology choice. Now Mac is a draw for talented recruits, while also keeping many new and existing Kelly employees productive, engaged, and satisfied.

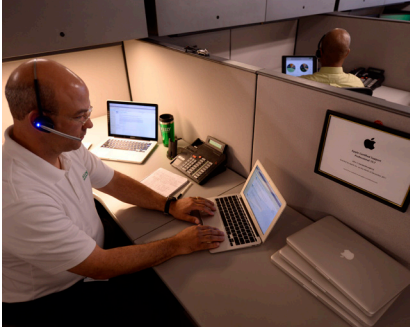
A Strong Case for Mac

Kelly Services employs a full-time staff of approximately 8000 employees to manage its contingent workforce of 560,000. Kelly's internal employees historically worked only on Dell computers. The move to offer Mac began when Kelly armed 1000 workers with iMac computers for a strategic job placement. These remote Kelly workers experienced firsthand the stability, ease of use, and productivity of Mac. Kelly IT saw how Mac users required little training and minimal help desk support. And the reliability of Mac quelled Kelly's concerns about potential productivity losses due to downtime.

This positive experience led Kelly's IT team to review their own policies on technology choice. And once employees and candidates got wind of a Mac choice, excitement and momentum grew quickly.

Reinventing the IT Organization

Kelly first piloted Mac at its corporate headquarters, and saw fast adoption by its volunteers—from executives to territory managers. During the pilot, Kelly's IT team found they could leverage most of their existing client management toolset to manage both OS X and iOS devices. And because Mac fit seamlessly into Kelly's Windows-based Active Directory environment, it wasn't long before Mac was offered companywide as a technology choice. But enthusiastic support for Mac adoption didn't stop there. Help desk and support groups at Kelly have even embraced becoming Mac certified. "Mac certification has become a badge of honor for us," reports a support team member.



Why Mac as an employee choice at Kelly Services

- Helps attract and retain top talent.
- Transforms IT into a more customer-centric organization.
- Is cost neutral compared with competitive systems.
- Positions the company as modern and forward-thinking.
- Serves as a key differentiator over the competition.

"Macs are just easier to use. I just open the lid, type my password, and start working."

Mike Baker, Director of Technology, Security, and Identity, Global Infrastructure, Kelly Services

Reducing Costs, Reaping Rewards

Kelly found deploying and integrating Mac to be cost neutral when considering acquisition, support, maintenance, and trade-in costs. "We quickly demonstrated that there's no cost disadvantage to deploying Mac," explains Nicole VanHaren, Kelly's Director, Global Infrastructure, Client & Collaboration.

As planned, Kelly Services introduced Mac without adding incremental costs to its help desk or support budgets. The Mac systems deployed at Kelly have also demonstrated a useful life that extends an additional year beyond the company's Windows-based notebooks. And when the time comes to recover end-of-life value from its Mac assets, Kelly anticipates a much higher residual value for the Mac compared with other Windows-based systems in use by Kelly employees.

Support for Mac Starts with Self-Support

Mac-related questions are mostly resolved by the employees themselves, through the Mac self-support web portal that Kelly developed with input from Apple. Kelly utilized Apple training and certification to train support teams, avoiding the need to hire any new staff. Kelly has also taken advantage of AppleCare, the Apple service, repair, and technical support program. Kelly's IT team used tools and support from the Apple enterprise team to build out the Mac pilot infrastructure and put a deployment plan in place.

"There was an actual cheer for the IT organization when we went public to our employees with a Mac program," says Judy Snyder, Kelly's Senior Vice President and CIO.

Embracing Mac: Forward-Thinking for CIOs

Mac has proven to be a visible symbol of Kelly's innovation as a company—reinvigorating the culture internally and positively changing the perception of Kelly Services in the marketplace. Mac has become an attractive hiring tool for Kelly, providing a strong recruiting platform and making many new hires happy because the company is accommodating their requests.

"As a job candidate, the choice of Mac at Kelly signaled to me that the company was progressive and diverse," says Mike Baker, Kelly's Global Infrastructure Director of Technology, Security, and Identity.

In addition, the "productivity gap" that occurred when Mac users were required to learn Windows when onboarding at Kelly headquarters has subsided. "At Kelly, we believe that encouraging people to use the computer they're most comfortable with is a wise investment in our employee productivity," explains Snyder.

High-quality recruits expect to have a choice of computers at work. And Kelly has shown that by embracing Mac, companies have more opportunity to be successful in recruiting—and keeping—top talent.

What advice does Snyder offer to other CIOs considering Mac for their organizations? "You can always find a reason to say no," she explains. "But when it comes to Mac—you need to say yes."