



# Connecting Great People to Great Companies:

Kelly Services Meets Global Talent Demand  
Through a Modern Data Architecture

*"Data is our new currency. Whether it's a video interview, a resume, or an email from an employee, there's value in these data sources. In the past, mining that data would have been very complex, but with Informatica we can capture it immediately. That's a powerful capability."*

**Filious Louis**

Manager, BI Analytics, Kelly Services



## Goals

Manage talent effectively by building a modern data architecture

Drive job placements by increasing data volume and velocity

Gain a complete view of job candidates and opportunities to mine and integrate data from customer and partner systems

## Solution

Deliver a modern and connected talent platform for multi-cloud architectures with Informatica Intelligent Cloud Services and Microsoft Azure

Leverage Informatica and Microsoft synergies for faster application development to support job placements

Build Customer MDM with Informatica MDM

## Results

Create timely and targeted placement opportunities through talent-related data

Streamline job placements through unified organizational, customer, employee, and partner information

Expedite talent selection process by offering the right opportunity to the right talent—with an architecture that supports the company's future growth

## Business Requirements:

- Create new data architecture that puts talent-related data first
- Integrate data from various multi-cloud systems to create a single source of truth, supporting job placements
- Generate higher quality data for better employment matches

## About Kelly Services

Kelly connects talented people to companies in need of their skills in areas including Science, Engineering, Education, IT, Office, Contact Center, Light Industrial, and more. We're always thinking about what's next in the evolving world of work, and we help people ditch the script on old ways of thinking and embrace the value of all workstyles in the workplace. We directly employ nearly 500,000 people around the world, and we connect thousands more with work through our global network of talent suppliers and partners in our outsourcing and consulting practice.



## Informatica Success Story: Kelly Services

Kelly Services connects talented people to companies in need of their skills. They're always thinking about what's next in the evolving world of work, and help people ditch the script on old ways of thinking and embrace the value of all workstyles. The more employment opportunities the company creates, the more talent it can on-board, and the more jobs it can fill.

For Kelly customers, timing is everything. Employees' and companies' employment requirements are constantly changing, and to address any potential need, Kelly strives to offer talent and job opportunities in equal measure.

## Value of volume and velocity

"We connect great customers with great people," says Ravi Ginjupalli, Senior Director, BI Analytics, Kelly Services. "Our success depends on volume and velocity. Volume is about maintaining a breadth of employment opportunities, and velocity is about the speed at which we can bring opportunities to the table."

To increase volume and velocity, Kelly required a modern data infrastructure to power its talent platform. The company used on-premises systems but, because of the cyclical nature of the resourcing sector, it needed greater flexibility to react to market shifts. A cloud-based approach seemed to be the obvious direction to take, but rather than shut down its legacy systems overnight, Kelly chose a more evolutionary path. A cloud approach offered the flexibility to scale up or down according to business requirements.

An existing Microsoft customer, Kelly examined the Microsoft Azure cloud computing platform. Not only did Microsoft Azure offer the scalability and flexibility Kelly wanted, it also supported security compliance, disaster recovery, and business continuity. As a first step toward cloud, Kelly migrated its legacy data warehouse to Microsoft Azure SQL Data Warehouse. Next, it considered options for data integration and data management.

## Integrating data from disparate sources

"We pull global employment data into the platform as quickly as possible," explains Ginjupalli. "Our customers and suppliers use different types of systems, so we needed a data integration solution that could easily connect with these systems and on-board data with the speed we desired."

In addition to the integration requirement, Kelly had other data-related needs: enable a data lake, ingest massive amounts of data into the data warehouse, change data capture, master data management to create a single view of data, data governance, and archiving. Soon, it found itself looking at up to seven different software vendors to solve these issues.



*"I'm proud of what we've achieved, because at the end of the day, we're serving our communities better and putting more people to work. People naturally want stability, whether that's a full-time job, temporary position or more flexible role. Thanks to Informatica and Microsoft, we've never been better positioned to help people find what's next for their career."*

**Ravi Ginjupalli**

Senior Director, BI Analytics  
Kelly Services



"Thankfully, we discovered all our data requirements could be met by a single vendor, and that was Informatica," says Filius Louis, Manager, BI Analytics, Kelly Services. "Far more than just a point solution, Informatica offered a platform through which we could address everything from governance challenges to customer engagement."

## Resolving longstanding data issues

Informatica Intelligent Cloud Services was also recommended to Kelly by Microsoft, which increased the company's confidence in its selection. As part of an initial trial of Informatica, Kelly was surprised to achieve data integration mapping in just two hours.

"That was a real aha moment for us," continues Louis. "It showed us the power of cloud, and we thought: 'if we can get on-board that quickly, then we can scale up or down quickly as needed.'"

In addition to the successful trial, there were other reasons why Kelly Services selected Informatica.

"Informatica is strong in both on-premises and cloud, and we knew that would make our transition to cloud easier," says Louis.

"We also wanted a vendor who would partner with us on our cloud journey," adds Ginjupalli. "Informatica was willing to walk by our side. Moreover, they were committed to our goals and making sure we achieved our desired outcomes."

## Leveraging Informatica and Microsoft synergies

Additionally, Kelly felt reassured by Informatica's longstanding partnership with Microsoft, and by the tried and tested integration between the two platforms.

"Informatica and Microsoft each invest considerably in their platforms and technologies, and that benefits us as a customer," continues Ginjupalli. "The companies integrate their products in a way that creates the flexibility and agility we need."

Louis adds that his contacts at Informatica aren't just willing collaborators, but great listeners too.

"Informatica literally created a SWAT team to address any need or issue we encounter on our data journey," he says. "Based on our feedback, the team updates the platform as required, and can even roll out new features in a matter of weeks. We're shaping the solution together."



### Inside The Solution:

- Informatica Intelligent Cloud Services
  - Informatica Cloud Data Integration
- Informatica MDM

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#### Ravi Ginjupalli

Senior Director, BI Analytics

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### Speeding development through efficiencies

With Informatica Intelligent Cloud Services up and running, Kelly's developers began to appreciate the system's functionality. For example, they discovered that whatever they developed in Informatica Intelligent Cloud Services could be replicated through an automated API. This meant that if they were tasked with dragging and dropping a thousand tables from a source to a target, the action could be performed once manually, cloned, and then completed automatically, saving thousands of hours of development time.

Given the sensitive nature of talent placement, the security features of Informatica Intelligent Cloud Services were important to Kelly. Developers had the flexibility to store their Informatica related work inside Kelly's own secured network. This strengthened confidence and sped development time, which helped accelerate Kelly's journey to cloud.

### An architecture for the future

Kelly's partnership with Informatica doesn't end with data integration: the companies are collaborating in other areas such as data mastering, data governance, security and archiving. Collectively, these initiatives will further boost the quality and integrity of Kelly's system data.

"Data is our new currency," Louis says. "Whether it's a video interview, a resume, or an email from an employee, there's value in these data sources. In the past, mining that data would have been very complex, but with Informatica we can capture it immediately. That's a powerful capability."

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Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

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