



KellyOCG

Managed Service Program

**Vendor Assessment
Report Abstract**

December 2016

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22 pages

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Who Is This Vendor Assessment For?

NelsonHall's Managed Service Program vendor assessment for KellyOCG is a comprehensive assessment of KellyOCG's managed service program (MSP) offering and capabilities, designed for:

- Sourcing managers investigating sourcing developments within MSP
- HR decision makers exploring the benefits and inhibitors of MSP as evidenced from the clients and vendor capability
- Vendor marketing, sales and business managers developing strategies to identify developments and target opportunities within managed service programs
- Financial analysts and investors specializing in, or covering the HR outsourcing industry and suppliers.

Key Findings & Highlights

The Kelly Outsourcing and Consulting Group, known as KellyOCG, is one of five business segments in the Kelly Services Group. KellyOCG has ~500 employees, supporting 14 languages and delivering MSP services directly in 38 countries.

KellyOCG has 259 MSP contracts. In order of volume (highest to lowest), KellyOCG's MSP clients are in the life sciences, consumer/brands, natural resources, high tech, and financial services/insurance industries. One of KellyOCG's largest clients is a global healthcare provider which has grown into three regions and 15 countries, with a spend under management (SUM) of \$800m.

In 2015, KellyOCG managed a total contingent workforce spend of \$7,247m across 408,969 contractor resources. Of these, 43% were agency supplied staff sourced in a vendor neutral model and 40% sourced directly through a master vendor model.

KellyOCG's clients increasingly want a more blended and tailored total workforce solution, combining RPO, SOW, ICs/freelancers and a wider range of services. KellyOCG has responded by offering its "Concierge" model, increasing the number of specialized service model options and utilizing the services of the wider Kelly Group. External market factors (talent shortages by geography/industry and advances in technology) have meant KellyOCG has focused on growing its talent supply chain advisory service (with emphasis on talent pooling, strategic workforce planning and workforce analytics).



Scope of the Report

The report provides a comprehensive and objective analysis KellyOCG's managed service program offering, capabilities, and market and financial strength, including:

- Identification of the company's strategy, emphasis, and new developments in both its service and technology
- Analysis of the company's strengths, challenges, and outlook
- Revenue and Spend Under Management
- Analysis of the profile of the company's customer base including the company's targeting strategy and examples of current contracts
- Analysis of the company's key offerings (service model and service components)
- Analysis of the company's delivery capability (including the location, size and scale of delivery operations; and delivery via technology).

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Report Length

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