

# Making the right Connections

*With cost savings and a yet unmeasured potential, the future of cloud computing is rife with promise and possibilities.*



**KELLY**<sup>®</sup>



## Severing Servers & Saving Costs

Since cloud computing services provide employees with access to their own applications and data from anywhere in the world without installation, organisations' needs for individualised servers and digital storage mechanisms are significantly reduced. Therefore, users are able to focus more on the goals of their business rather than on the supply and cost of their servers. The fast, reliable service of cloud computing systems is not only practical for organisations, but cost-effective as well. During the coming years, organisations will no longer need to buy individualised servers for specific applications; rather, employees will be able to complete their daily tasks within a Web-based service.

Individuals can acquire cloud computing services in one of two ways - either privately or publicly. Public clouds provide IT services to millions of people on the Internet, allowing users from around the world an opportunity to access cloud computing innovations no matter where they live. On the other hand, private clouds provide services to a relatively limited number of people through individualised data centres or proprietary networks.

As a safe and reliable service, private clouds typically offer employees fast access to IT services. Using private clouds, employees will no longer need to worry about the security of services they receive, since they will not be accessed by people outside of their organisation. Meanwhile, whether users are looking for public access to IT services, or are hoping to obtain safe and reliable services within their own organisations, they will be able to trust the easy, scalable access of cloud computing well into the future.

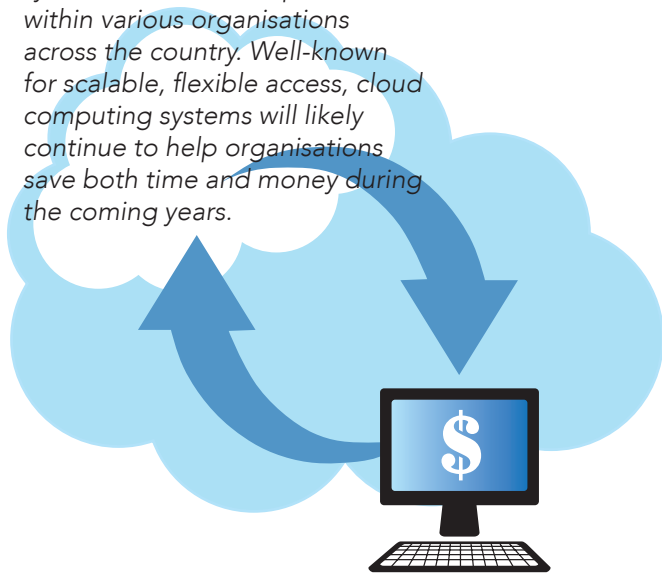
## Introduction

Through a concept known as cloud computing, organisations around the globe have begun to share and store digital information via virtual, off-premise servers that are accessed through numerous types of connections, primarily the Internet. By using shared multitenant servers, employees are able to log into a Web-based service containing all programs needed to complete daily tasks, thus eliminating the need for individual sets of software for each employee's computer. With cloud computing, a name inspired by the cloud symbol typically used to embody the Internet, a variety of computer services are now available to individuals from a storehouse of shared computer processors.

Cloud computing services can be applied to an assortment of online situations, ranging from the allocation of personal medical records to the analysis of financial portfolios. As part of the cloud computing revolution, millions of people around the world have begun to upload personal information to websites that are owned by companies such as Google™, Yahoo!® and IBM®. Academic and research facilities, small and large companies, non-profit organisations, and multimillion dollar corporations alike have begun to subscribe to cloud computing systems within their companies.



*In recent times, cloud computing systems have been implemented within various organisations across the country. Well-known for scalable, flexible access, cloud computing systems will likely continue to help organisations save both time and money during the coming years.*



## Kelly Weighs In

Through its quick set-up and inexpensive start-up cost, cloud computing is an economically wise technological choice for organisations to consider. In response, various national and global organisations, such as Kelly Services®, have recently begun implementing cloud computing innovations. According to Kelly Services Senior Vice President and Chief Information Officer, Joe Drouin, the migration to implement Microsoft® Outlook® in the cloud was a cost-savings for the workforce solutions company.

“The implementation cost was just about 50 percent of what it would have been to keep the existing in-house e-mail system operating on an annual basis,” said Drouin. “The ongoing cost of Outlook in the cloud is expected to be a third of the maintenance costs of supporting the legacy system.”

During the coming years, Kelly® global operations expect to be well-prepared for the successful implementation and promising future of cloud computing services.



## Levels of Cloud Computing

As a likely improvement to users' social networking capabilities, servers, and software, cloud computing will positively impact the world of information technology well into the future. Cloud computing services are typically divided into the following three different levels:

- **Infrastructure-as-a-service** – Applications like Amazon Web Services™ provide users with grids of servers, storage, and networks on demand. Infrastructure-as-a-service applications typically allow customers to access and arrange their own virtual servers, saving both time and money.
- **Platform-as-a-service** – Applications like Force.com and Microsoft Windows® Azure™ supply software and tools that are hosted within a provider's infrastructure.
- **Software-as-a-service** – Retailers can provide Web-based hardware and software to customers through software-as-a-service models. Social networking sites like Facebook® and Twitter™ are prime examples of these applications.

## Characteristics of Cloud Computing

In the meantime, technology enthusiasts and users around the globe will be encouraged by the following characteristics of cloud computing:

- Not only are cloud computing services sold on demand by providers, but they are also completely managed by the provider to decrease users' stress levels.
- Cloud computing services are also known for flexibility, as users can utilise whatever amount of service that they choose for the time being, since the amount of service can change as necessary.
- Finally, cloud computing services also support workplace mobility, as users can access data remotely. Thanks to “the cloud,” users will no longer be tied to their offices in order to achieve their everyday business goals in an efficient manner.

With the help of high speed internet and distributed computing, cloud computing will certainly be an application option that all technology users will consider during the coming years.

## The Pros & Cons

Cloud computing has become a significant technological adoption within numerous organisations across the globe for a variety of reasons. Not only is cloud computing scalable and shared among users, but it provides continuous usage metrics as it is delivered using Internet technologies. As a service-based technology, cloud computing is also dedicated to adequately serving the needs of each of its users.

The capacity of cloud computing can be scaled up or down through its software platforms, according to an organisation's needs. As businesses continuously search for the most adequate, timely technological advancements available, cloud computing users have begun to realise that the application truly provides a fast and reliable service time after time. Not only can the technology be scaled, but it also shares software among all consumers, ensuring that each individual user continually receives adequate service.

In addition, users pay for cloud computing service depending on their level of usage, rather than the cost of their equipment. Each cloud service has a payment model that tracks consumer usage and creates different pricing plans for every individual consumer. Meanwhile, cloud computing is also delivered through Internet technologies that have proven to perform well for many years.

While cloud computing will likely impact organisations in a positive manner well into the future, companies should be aware of a few risk factors as well. First, the volume of cloud computing users may change rather frequently, as employees either join or leave an organisation. As users enter or leave the cloud, organisations will need to continuously adapt cloud computing services to meet each employee's individualised needs.

In the meantime, as cloud computing service providers, like Force.com or Microsoft Windows Azure, are sold to other organisations, cloud computing services will likely be provided in a different manner. By committing to a particular platform, organisations trust that their cloud computing service providers will continue to provide fast, reliable service during the coming years. However, changes do tend to occur in the business world, leading to cloud computing adaptations that may no longer be suitable to their organisation in the future.

## Organisations Are Continually Adopting Cloud Computing

According to a 2009 Microsoft study, more than 360 of 1,200 organisations surveyed plan to adopt cloud computing during the next two years. Of those 1,200 organisations, 98 percent will continue to spend on IT, primarily on virtualisation and cloud computing. The current state of the economy has organisations searching for innovations that will help them stand out among competitors. IT will have a significant impact on the economic well-being of organisations during the coming months and years, as the global economy improves.

IT innovations such as cloud computing are cost-efficient in the long run, and they also save people precious time. Cloud computing users will be able to focus on their daily business goals without having to worry about the installation of their computer applications. As a result, the popularity of cloud computing is sure to increase as organisations continue to reap the value and benefits of the application.

## Kelly's Own Cloud Computing Implementations

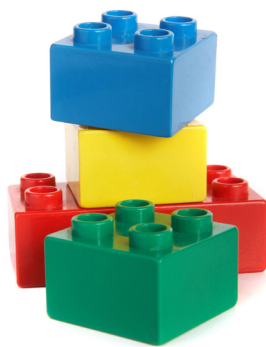
Recently, Kelly Services signed an agreement to implement Microsoft Exchange as a single, standard, corporate "email commodity" for all global offices, hosted by Microsoft in "the cloud." Released in 2007 to consumers around the world, the messaging and collaborative software product also offers its users an address book, calendar, and messaging platform. Since Exchange is a cloud-based service offering, Kelly does not have to invest in any hardware or software to adequately run it.

Drouin believes that Kelly's future implementations of applications like Microsoft Exchange and Force.com will positively impact Kelly's business functions for years to come.

"The future of cloud computing is certainly exciting within Kelly Services. As Kelly implements cloud computing applications during the coming months, our organisation's IT functionalities will drastically improve," said Drouin. "By using applications delivered via "the cloud", such as Microsoft Exchange, Kelly will be well-prepared for the promising future of cloud computing."

Exchange is also securely accessible from anywhere via the Internet, so e-mail communication within Kelly's global community is likely to improve in the future. During the coming years, employees will be able to effectively communicate with one another outside of regular business hours and in spite of geographic time zone differences. Meanwhile, Kelly has also committed to using Force.com in the future, a platform-as-a-service application. The application provides a globally scalable, inexpensive platform that will allow Kelly's IT team to effectively respond to business needs while saving both time and money. With the help of Force.com, Kelly will no longer need to build large, rigid, and expensive software applications.

Kelly Services recently replaced its proprietary application system with Bullhorn®, a leading applicant tracking and cloud computing system that integrates with Kelly back-office applications. Through Bullhorn, all candidate sourcing, qualification, and recruiting information will now be saved within a single database. Bullhorn automatically loads new candidate records, while also integrating employee e-mails, calendars, and address books, thus saving time. The tracking system will dramatically enhance the applicant recruitment and placement processes of Kelly recruiters all over the world.



*Through cloud computing, Kelly Services will now have the flexibility to rebuild and tweak its software applications and platforms. Kelly's software flexibility can be compared to building blocks which can be continuously rebuilt and reattached in various manners.*

## On Cloud Nine

Francis Tan, Senior Director, APAC IT tells us more about how cloud computing and the implementation of the Business Productivity Online Suite (BPOS) has benefitted Kelly Services thus far.

## What is BPOS supposed to achieve for Kelly?

It offers us a common email, instant messaging, calendaring, contacts management and collaboration system across the whole organisation. It is a scalable cloud-based environment which offers us cost savings as well.

## What impact has BPOS made in the working environment so far?

Just with those users who are already migrated to BPOS, we are beginning to see a significant number of people using the instant messaging system to communicate and using Sharepoint to share information and knowledge. This has added a new dimension to how we communicate and will definitely increase our productivity. Take my case for example, I use the instant messaging to get in touch with my colleagues in Australia and receive almost instantaneous response from them compared to if I had to use the email. Email is still a very important tool to all of us but IM can now serve us in areas that the email system is just not able to do well. Once we have all countries in APAC migrated to BPOS, we should see further increase in the usage of IM and Sharepoint.

## Has it alleviated some of the burdens that the IT team traditionally face without an external cloud computing service?

Definitely. By moving into cloud computing, we have essentially moved into a utility model for computing services. We pay for what we use and make provisioning for growth in usage faster, easier and less costly.

## Conclusion

In recent years, various global organisations have searched for information technology applications that are not only cost-efficient, but technologically savvy as well. Today, cloud computing provides solutions for many organisations' information technology needs. Not only does cloud computing provide fast and reliable service to its users, but it is flexible and scalable as well. With a focus on customer satisfaction, cloud computing can serve the needs of thousands of users in a cost-effective manner.

Meanwhile, through cloud computing, employees around the globe have obtained access to their own applications and data, thereby allowing them more time to focus on accomplishing the goals of their organisations rather than worrying about the supply and expense of their individualised servers. So far, cloud computing has truly fulfilled its promise as an application that positively impacts organisations, employees, and individuals across the world. The future of cloud computing will most likely remain bright for years to come.

## About Kelly

Kelly Services, Inc. (NASDAQ: KELYA, KELYB) is a leader in providing workforce solutions. Kelly® offers a comprehensive array of outsourcing and consulting services as well as world-class staffing on a temporary, contract and permanent basis. Serving clients around the globe, Kelly provides employment to more than 530,000 employees annually. Revenue in 2010 was \$5 billion.

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