



Kelly Services® and CareerBuilder's Economic Modeling Specialists Intl Provide Tool to Assist Businesses With Total Workforce Planning

March 6, 2013

Talent Market Analyst Provides Targeted Workforce Analytics

TROY, MI -- (Marketwire) -- 03/06/13 -- In response to a growing demand by businesses for targeted [employment](#) data, [Kelly Services](#) (NASDAQ: KELYA) (NASDAQ: KELYB) and Economic Modeling Specialists Intl (EMSI), a [CareerBuilder](#) company, have developed a data analytics tool designed to evaluate labor market trends.

[The Talent Market Analyst](#) is an innovative [workforce](#) planning tool, featuring key insight to support both long-term strategic planning and short-term sourcing activities. Data is collected from more than 90 credible sources, updated quarterly, and kept current with modeling projections to provide businesses with a unique perspective on current and future employment trends. The tool provides:

- Detailed employment data covering hundreds of industries and occupations, with projections up to 10 years into the future
- Proprietary data from the [Kelly Global Workforce Index](#)™ on employee attitudes and motivations
- Recruiting Environment Index that provides a quick snapshot of [labor](#) dynamics for any area
- Geographic talent pipeline information based on graduation rates of relevant degrees

Currently, data is available for the U.S., U.K. and Canadian markets, with plans for expansion to additional countries later this year.

"Businesses today are putting more focus on workforce analytics to drive their talent strategy and retain key talent, but labor market data can be difficult to collect, not to mention often being incomplete and / or outdated," said Teresa Carroll, Senior Vice President, Centers of Excellence and General Manager, Kelly Outsourcing and Consulting Group, Kelly Services. "Environmental scanning is critical in the workforce strategic planning process and in making talent decisions more impactful."

"Big data is changing the way companies recruit and conduct business," said Brent Rasmussen, President of CareerBuilder North America. "Having the ability to easily extract actionable insights from complex data can give companies a significant competitive advantage in their workforce planning."

Kelly Services and CareerBuilder are hosting a webinar, "Big Data, Big Deal," on April 11 at 2:00 p.m. EDT. To register, please visit <http://bit.ly/bigdatabigdeal>.

CareerBuilder acquired EMSI, an economic software firm that specializes in employment data and labor market analysis, in August 2012. The acquisition is enhancing CareerBuilder's workforce analytics platform, bringing together extensive historical and real-time labor information.

About EMSI

Economic Modeling Specialists Intl. (EMSI) is a CareerBuilder company that provides industry-leading [employment data](#) and economic analysis via web tools and [custom reports](#). EMSI has produced more than 1,200 [comprehensive impact analyses](#) for colleges and universities in the U.S. and internationally, and our web tools -- [Analyst](#) and [Career Coach](#) -- are used by thousands of professionals in higher education, workforce and economic development, and the private sector.

About CareerBuilder®

CareerBuilder is the global leader in human capital solutions, helping companies target and attract great talent. Its online career site, [CareerBuilder.com](#)®, is the largest in the United States with more than 24 million unique visitors, one million jobs and 50 million resumes. CareerBuilder works with the world's top employers, providing resources for everything from employment branding and talent and compensation intelligence to recruitment solutions. More than 10,000 websites, including 140 newspapers and broadband portals such as MSN and AOL, feature CareerBuilder's proprietary job search technology on their career sites. Owned by Gannett Co., Inc. (NYSE: GCI), Tribune Company and The McClatchy Company (NYSE: MNI), CareerBuilder and its subsidiaries operate in the United States, Europe, South America, Canada and Asia. For more information, visit www.careerbuilder.com.

About Kelly Services®

Kelly Services, Inc. (NASDAQ: KELYA) (NASDAQ: 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, temporary-to-hire, and [direct-hire](#) basis. Serving clients around the globe, Kelly provides employment to more than 560,000 employees annually. Revenue in 2012 was \$5.5 billion. Visit kellyservices.com and download [The Talent Project](#), a free iPad® app by Kelly Services.

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Source: Kelly Services, Inc.

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