



THE ADECCO GROUP

Group press release, Zurich, Switzerland, September 18, 2024

The Adecco Group Accelerates AI Integration with Salesforce Agreement

Generative AI (GenAI) and Data Cloud technologies to improve connectedness, visibility, and support for customers.

The Adecco Group, the world's leading talent company, is pleased to announce that it has strengthened its collaboration with Salesforce, to accelerate and widen the use of artificial intelligence (AI) and Data Cloud technologies across the company.

The Group's strategy prioritises the development of innovative technology-based solutions, including the transformation of its delivery model by engineering a best-in-class Global Talent Supply Chain. Under the expanded collaboration with Salesforce, Adecco Group will fully leverage its rich global data using latest technologies, including GenAI, to streamline processes, improve fill rate and time to fill, and enhance the customer experience.

Caroline Basyn, Chief Digital and IT Officer, the Adecco Group, said: "Our close collaboration with Salesforce will help sharpen the Adecco Group's competitive edge and accelerate efforts to continue outpacing our peers in the global talent industry. By integrating artificial intelligence and cloud services across our company, we will bring smarter ways of helping our clients and candidates while putting in place the next building blocks to continue shaping the world of work."

The Adecco Group already uses Sales Cloud & Marketing Cloud in its key markets around the world. The expanded collaboration will add:

- **Data Cloud**, which will allow the Adecco Group to connect its many Salesforce instances in real time, providing a unified 360 vision of client accounts for its 27,000 users. It will provide seamless access to key information, including financial metrics and job fulfilment statuses, as well as offer deeper insights that empower teams across the company, and ensure it can serve global clients in a harmonised way.
- **Einstein 1 Sales**, which will allow the Adecco Group to enhance decision-making with actionable insights and recommendations, personalise recommendations to empower sales representatives and automatically generate content to free up more time for client engagement.
- **Mulesoft**, which will enable seamless integration across digital applications and products and drive automation of tasks and processes.

Furthermore, employees in the Group's small and medium countries will be empowered with the full suite of digital and AI capabilities and connected to the Global Delivery Model, for the first time.

The collaboration with Salesforce is the second formed by the Adecco Group in the last year and is an important step on its path to transforming talent solutions through innovation. In 2023, the Adecco Group established a collaboration with Microsoft, focused on enabling worker preparedness as GenAI reshapes the workforce. The companies have since collaborated to develop a Career Co-pilot that is currently being tested in the US, combining the Adecco Group's global leadership in talent development and employment with Microsoft's deep expertise and innovation in GenAI. The Group will continue to grow its collaboration with both Microsoft and Salesforce, supporting a meaningful acceleration of IT, digital and AI implementation and adoption across the Group.

About the Adecco Group



THE ADECCO GROUP

The Adecco Group is the world's leading talent company. Our purpose is making the future work for everyone. Through our three global business units - Adecco, Akkodis and LHH - across 60 countries, we enable sustainable and lifelong employability for individuals, deliver digital and engineering solutions to power the Smart Industry transformation and empower organisations to optimise their workforces. The Adecco Group leads by example and is committed to an inclusive culture, fostering sustainable employability, and supporting resilient economies and communities. The Adecco Group AG is headquartered in Zurich, Switzerland (ISIN: CH0012138605) and listed on the SIX Swiss Exchange (ADEN).

For further information please contact:

The Adecco Group Press Office

media@adecgroup.com