



GET CONTROL OF THE DATA THAT RUNS YOUR ORGANIZATION



IRON
MOUNTAIN®

"DIGITAL TRANSFORMATION IS AN ONGOING PROCESS OF CHANGING THE WAY YOU DO BUSINESS. IT REQUIRES FOUNDATIONAL INVESTMENTS IN SKILLS, PROJECTS, INFRASTRUCTURE, AND OFTEN, IN CLEANING UP IT SYSTEMS. IT REQUIRES MIXING PEOPLE, MACHINES AND BUSINESS PROCESSES, WITH ALL OF THE MESSINESS THAT ENTAILS."

Why So Many High-Profile Digital Transformations Fail

Thomas H. Davenport and George Westerman, Harvard Business Review, March 09, 2018

A hand is shown in the lower right corner, pointing towards a glowing digital network graphic. The graphic consists of a complex web of white lines connecting various nodes, some of which are bright white circles, set against a dark blue background. The overall composition is split diagonally, with the text on the left and the graphic on the right.

GET CONTROL OF THE DATA THAT RUNS YOUR ORGANIZATION

BUSINESS CHALLENGE

Most organizations' data is scattered and growing exponentially, making it difficult to manage while you strive to transform and optimize your business. Simply put, data overload makes it difficult to manage IT today. In fact, new data generated daily is estimated to be growing at a rate of 27% CAGR, according to IDC research.

IT, Data Management and Line of Business (LOB) leaders have a lot to consider when it comes to data storage, data protection and driving insights through machine learning against data sets. If this sounds familiar to you, it's likely time to consider intelligent data storage and data protection as part of your digital transformation and innovation strategy.

DATA IS THE FOUNDATION FOR DIGITAL TRANSFORMATION

Iron Mountain offers business transformation solutions that center around the need to modernize information management, including getting a handle on data chaos and managing data throughout its lifecycle, so you can ensure compliance and unlock the intelligence hidden in your data. The result is an end-to-end data strategy that accelerates your ability to meet the essential needs of your business in conjunction with transforming your business.

DATA CENTER SERVICES TO SUPPORT HYBRID IT ENVIRONMENTS

Iron Mountain's **Data Center and Colocation Services** offer secure space, sustainable power, diverse carriers and cloud access for worry-free scalability. Our global portfolio includes hyperscale-ready, strategic edge, and underground data centers in 15 locations on 3 continents. With over 3.5 million gross square feet, strategically placed for geo-resiliency and business growth. Our data center solutions deliver an industry leading compliance and security framework that exceeds the highest federal government standards and can support you no matter the size of your organization or your industry.

Iron Mountain's Green Power Pass is an industry first – you get credit for the power we source and create if you are a part of our data center. Our data centers are 100% powered by green energy. In fact, Iron Mountain reduced its total greenhouse emissions by 52% since 2016 and we continue to find ways to reduce our carbon footprint for ourselves and our customers. By using our services, you can make use of renewable energy to manage your data center and reduce your IT energy costs.



SOLUTIONS FOR EVERY DATA STORAGE TIER

Whether you need to archive, back up, recover, protect against ransomware attacks, or securely dispose of IT assets, Iron Mountain has a data management solution that can help to better protect and preserve the data the runs your organization.

With Iron Mountain's Iron Cloud™ you can simplify data management with a purpose-built platform that delivers greater integrity, availability and security for all an organization's digital assets. You will know where your data is, how to get it quickly and securely and when to tier from cloud to more economical deep storage. Iron Cloud is cloud agnostic – meaning we can work with you and your existing cloud providers to further protect your data within our Iron Cloud.

Iron Cloud Secure Offline Storage (SOS) is an ultra-low cost, fully managed solution for archival cloud data. It keeps data offline and offsite in a climate-controlled vault for improved protection and security. With our Vault Lock option, you can also put in place multi-factor authentication for retrieval of offsite data for ultimate protection from ransomware threats.

Iron Cloud Object Storage offers a secure repository for almost any type of data that you need to preserve, whether for compliance, conservation or value-creation. Designed to scale as your content grows, it is trusted by organizations of all types that want offsite, pay-as-you-use archival cloud storage with enterprise-class SLAs, stringent security protocols as well as near-infinite scalability – where data remains intact and easily accessible.

Iron Cloud Data Protection combines cloud-powered server backup and recovery with the advantages of backup as a service (BaaS) and disaster recovery as a service (DRaaS). Coupled with the expertise of Iron Mountain data management professionals, Iron Cloud Data Protection provides automated backup services with a scalable pay-as-you-go model.

Also available is **Iron Cloud Endpoint**, which protects valuable data on mobile devices, Microsoft® 365 and other at-risk endpoints, enabling protection for your remote workforce. **Iron Cloud Critical Protection and Recovery (CPR)**, which is a managed solution that delivers critical protection for key data and enables rapid recovery from cyberattack.

GO FORWARD MANAGEMENT OF LEGACY DATA

Data Restoration and Migration Services (DRMS) include moving data from one data source, such as a backup tape, to another storage target like the cloud or a data shuttle. Restoration services provide tape catalog and backup systems management so you can decommission legacy systems but retain access to your legacy data.

This fully-managed Iron Mountain service reduces the costs, such as software licenses, system maintenance and resources, associated with legacy systems. Mergers and acquisitions, litigation and cloud initiatives are examples of when DRMS can help provide a go-forward plan for your data throughout its lifecycle.



DYNAMIC MANAGEMENT OF YOUR INFORMATION

Iron Mountain **InSight® Enterprise Edition** is a cloud-native intelligent content services platform that combines scanning of physical documents and digital storage in a secure cloud repository, and leverages Google® Document AI to automatically classify documents and extract metadata from them.

Leveraging Iron Mountain's scanning experts, equipment and cloud storage platform, you can centrally access information, free up valuable workspace and make handling of information and its usage much easier by adding structure to unstructured content and enabling business insights, data governance and powerful visual search.

RESPONSIBLE DISPOSITION OF IT ASSETS AT END OF USE

Secure e-Waste and IT Asset Disposition (SITAD) services encompass three main services: disposing of onsite and offsite media, such as hard drives, computer tapes, and so on, **recycling** end-of-life IT assets that have no residual value and **remarketing** IT assets that still have residual value.

Technology refresh, data center upgrade and office consolidation initiatives are examples of when SITAD services can help you reduce the Total Cost of Ownership (TCO) of IT assets. Iron Mountain can help you itemize and track your IT assets using each item's serial number as well as help you determine how to best dispose of the asset based on its remaining value to your organization.

For added data security and privacy, assets are degaussed and disposed of in an environmentally friendly manner.

HARNESS THE POWER OF YOUR INFORMATION WITH IRON MOUNTAIN

Many technology vendors focus on a particular product or technology. Iron Mountain offers a technology agnostic approach to information management and digital transformation. We meet you where you are today and help you plan for tomorrow.

Our solutions can help you:

- Confidently manage physical and digital information from disparate sources
- Manage data overload and enable data intelligence
- Ensure compliance and adhere to data security, privacy and storage regulations impacting your organization
- Shrink the volume of information stored, which mitigates business risks linked to ROT and reduces overall storage costs
- Avoid litigation, compliance fines, information breaches, and reputational damage related to keeping information too long or disposing of information too soon



IRON MOUNTAIN CAN HELP YOU TRANSFORM...

- Protect Your Value Assets
- Identify and Extract Value from Your Information
- Enable Governance and Compliance
- Ensure Business Resiliency
- Drive Business Efficiency and Optimization
- Securely Dispose of IT Assets

With Iron Mountain, you can rely on:

- Over 65 years of information management expertise, including best in class security, transportation and logistics
- Partnerships with technology services providers like Google, Amazon and Microsoft among many others
- Solutions for every storage tier so you can manage your data based on how it's used throughout its lifecycle
- A trusted partner for more than 230,000 customers worldwide, including 95% of Fortune 1000 companies

GET STARTED TODAY

Call 800.899.4766

www.ironmountain.com/digital-transformation

WE PROTECT WHAT YOU VALUE MOST™

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ABOUT IRON MOUNTAIN

Iron Mountain Incorporated (NYSE: IRM), founded in 1951, is the global leader for storage and information management services. Trusted by more than 220,000 organizations around the world, and with a real estate network of more than 85 million square feet across more than 1,400 facilities in over 50 countries, Iron Mountain stores and protects billions of information assets, including critical business information, highly sensitive data, and cultural and historical artifacts. Providing solutions that include secure storage, information management, digital transformation, secure destruction, as well as data centers, art storage and logistics, and cloud services, Iron Mountain helps organizations to lower cost and risk, comply with regulations, recover from disaster, and enable a more digital way of working. Visit www.ironmountain.com for more information.

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