

WHY COLD STORAGE WORKS FOR INACTIVE DATA



Storing all your data in the cloud is expensive, especially since data is growing exponentially. Most data is inactive – that is, while it may need to be kept for archival purposes, frequent access is unlikely. You need an alternative to what other cloud providers and hyperscalers typically offer for long-term storage.

INTRODUCING SECURE OFFLINE STORAGE

Iron Cloud™ Secure Offline Storage (SOS), Iron Mountain's cold storage solution, lets you easily move inactive data to tape, protecting your data against cybersecurity threats, ensuring long-term archival data compliance and helping you get control of unstructured data.

“IDG ESTIMATES THAT DATA IS GROWING AT **27% CAGR.**”

Credit: IDG 2018

THE TOP 5 REASONS WHY YOU SHOULD CONSIDER IRON CLOUD SOS

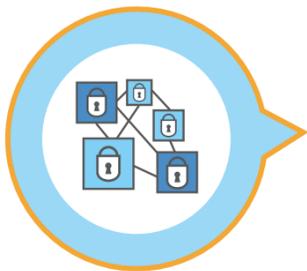


1

SAVE MONEY. Reduce long-term storage costs by archiving inactive data and retiring onsite storage hardware and legacy backup infrastructure.

PLAN FOR DATA GROWTH. Ensure data is in the right place at the right time by using a multitiered data protection approach.

2



3

IMPROVE SECURITY. Increase security against Ransomware and other cyberthreats with an air-gapped gold copy of your data stored offline.

ENSURE COMPLIANCE. Adhere to your retention policies and protect against possible litigation by storing inactive data offline with fast retrieval options.

4



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ACHIEVE SUSTAINABILITY GOALS. Use Iron Mountain's geographically diverse, hyperscale-ready data centers, which are powered by renewable energy and can help reduce your carbon footprint.

“UNSTRUCTURED DATA IS GROWING BY **30% TO 60%** EACH YEAR, REQUIRING NEW THINKING ON HOW TO PROTECT ON-PREMISES, EDGE AND CLOUD STORAGE DEVICES AND PLATFORMS.”

Credit: Gartner 2020 Strategic Roadmap for Storage

GET STARTED TODAY

It's time to prevent cloud storage lock-in and protect your data in the most cost-effective way.

Call 1.877.654.3809

To learn more visit [ironmountain.com/sos](https://www.ironmountain.com/sos).

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 225,000 organizations around the world, and with a real estate network of more than 90 million square feet across more than 1,450 facilities in over 50 countries, Iron Mountain stores and protects billions of valued assets, including critical business information, highly sensitive data, and cultural and historical artifacts. Providing solutions that include information management, digital transformation, secure storage, secure destruction, as well as data centers, cloud services and art storage and logistics, Iron Mountain helps customers lower cost and risk, comply with regulations, recover from disaster, and enable a digital way of working. Visit www.ironmountain.com for more information.

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