



8 REASONS TO OUTSOURCE INFORMATION MANAGEMENT – FOR COMPLIANCE PROFESSIONALS

Before you decide to do it yourself, take a minute to “think inside the box.”

IN THIS REPORT, YOU’LL LEARN SOME OF THE TOP REASONS WHY OUTSOURCING INFORMATION MANAGEMENT PROCESSES CAN HAVE THE ADDED ADVANTAGE OF IMPROVING COMPLIANCE, INCLUDING:

- Implementing processes that are driven by compliant information management best practices
- Utilizing experts who understand the regulatory landscape and can align your program with it
- Leveraging the latest technologies to organize your information in an accessible, compliant manner

THINK INSIDE THE BOX.



If there's one thing you can say about today's compliance landscape, it's that change is certainly a constant:

- Information privacy and security laws and regulations are growing on both state and local levels
- Discovery guidelines are expanding to incorporate new forms of electronic communication
- Auditors are requiring you to provide more records in a shorter timeframe

But despite the complications posed by these new regulatory, litigation and auditing guidelines, maintaining a strong compliance posture has never been more essential to your organization's brand reputation – and even its survival.

Of course, you could track, interpret and integrate the newest laws and regulations on your own – but that would require a significant investment of time and resources, and distract you from what you're in business to do. Plus, it could lead to mistakes in the one area where you really can't afford to make them. A much more effective approach would be to work closely with information management experts who can help you boost compliance, while realizing greater value from the information you manage every day. Here are eight excellent reasons to turn to outsourcing as a means of improving compliance.

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THINK INSIDE THE BOX:

PROPER RETENTION REQUIRES A FIRM GRASP OF PERTINENT REGULATIONS

A key phrase to think about when assigning retention policies is “legally credible.” Basically, this concept means that it is essential for your retention guidelines to reflect the key laws and regulations governing your particular industry. The problem is, making sure you’ve accounted for them all is a daunting process, and the consequences of neglecting one can be considerable.

An information management vendor can draw upon its extensive knowledge base of legal guidelines, regulations and court decisions to determine which are most pertinent to your operations and ensure they are reflected in your retention schedules – and enforced throughout your organization. This way, you’ll be able to prove during audits and lawsuits that your retention policies show evidence of “good faith” across all formats and storage locations.



THINK INSIDE THE BOX:

CLASSIFICATION IS KEY

A rigorous classification of your company’s hardcopy and electronic records is an important step in reducing your overall risk profile. When done correctly, this can help you quickly locate what’s needed and ensure you can respond to an audit or litigation in a timely manner. However, doing this right – meaning, identifying the function, class and type of every record you own – will likely take more time than you can spare.

Leveraging the resources of a qualified service provider means you won’t have to bear this burden on your own. And better yet, working with a partner that is well versed in this process – and understands how to align classification schemes with regulatory requirements – improves the speed and accuracy with which you can classify your records, so they are able to better support your compliance efforts.

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THINK INSIDE THE BOX: **CHAIN-OF-CUSTODY MATTERS**

There are numerous occasions throughout the lifecycle of a particular record when it will need to be retrieved from an offsite storage facility, transported to one of your locations to serve a specific purpose and then returned for re-filing. Every step introduces a privacy risk, as well as an opportunity for the record to be lost or misfiled. For these reasons, your ability to prove that you're safeguarding sensitive information any time it's accessed or moved is critical.

When you outsource information management to the right partner, these efforts will be supported by a firm chain-of-custody that clearly documents who accessed a specific record, when and for what reason – helping you prove your commitment to security to auditors and regulatory bodies.



THINK INSIDE THE BOX: **RETRIEVAL TAKES TIME – TIME YOU DON'T ALWAYS HAVE**

The amount of information you're managing has grown considerably, but your records management headcount remains unchanged. Despite this reality, auditors and regulators mandate quick turnaround times for every request – and impose steep penalties if you fail to comply.

An experienced information management vendor can help you put these concerns to rest by systematically indexing all of your records by subject matter, across all formats, storage media and locations, giving you the control required to act decisively in the event of an audit or regulatory review. As such, you'll find yourself well positioned to enable accurate, controlled and authorized access to your information – which can eliminate the chances that you fail to respond in a timely manner.

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THINK INSIDE THE BOX: **PRIVACY IS PARAMOUNT**

You clearly understand the importance of keeping sensitive employee and customer information secure throughout its lifecycle – after all, the risks and ill effects of an inadvertent disclosure are headline news. However, if you are not building policies that protect information from creation to disposal – and ensuring they are properly enforced across your business – you may be jeopardizing the well being of your company and its customers.

But when you outsource your information management processes to the right vendor, you'll be able to leverage their deep knowledge of new and emerging privacy regulations, and employ proven best practices for integrating, communicating and enforcing these requirements company-wide. This should help you ensure that records are stored, transported and disposed of in a consistent, secure manner, so you can limit the potential for inadvertent data leakage.



THINK INSIDE THE BOX: **LAWSUITS AND AUDITS HAPPEN**

Say you're audited tomorrow, or told that a class-action lawsuit has been filed against your company. If you aren't able to quickly locate all of the information needed for these events, or can't determine if a requested document was destroyed, your organization may run the risk of incurring significant fines and penalties.

Working with a qualified service provider can help you put these concerns to rest by ensuring that you'll be able to deliver exactly what's needed for an audit or lawsuit. You can leverage the vendor's experience in supporting similar companies' audit and litigation responses to identify and classify any records that may be required during such an event – and build formal, well-communicated and strongly enforced destruction hold policies – so you can quickly locate and retrieve all of the necessary documents.

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THINK INSIDE THE BOX: ELECTRONIC RECORDS ARE EVERYWHERE

An unfortunate byproduct of this era of electronic communication is that it greatly complicates the process of locating what you need – and keeping confidential information from falling into the wrong hands. And as the definition of an electronic record expands to incorporate content from social media and other emergent communications, protecting your information – and your brand – can prove overwhelming.

Choosing to outsource the management of your ever-growing stores of electronic information will help you bring unwieldy volumes under control, while improving both accessibility and security. The right provider can help you create a comprehensive, master index of your electronic records, and work with you to build role-based access policies – enabling you to find what you're looking for with ease, and ensure it can only be accessed by properly authorized individuals.



THINK INSIDE THE BOX: POLICIES AND PROCEDURES MUST BE CONSISTENTLY APPLIED

As regulations evolve, your ability to maintain compliance will hinge on how well you can incorporate, communicate and apply these changes to your existing information management policies and procedures. But doing so can be confusing, time consuming and error prone – and distract you from addressing key business strategies.

Enlisting a knowledgeable service provider can help you train users on your policies and procedures, and ensure they are properly applied and followed wherever you do business – even in international locations. And because you'll have access to a host of industry-specific expertise, you can rest assured knowing your policies have been built around the legal, ethical and regulatory guidelines that are most pertinent to your operations.

Are you ready to start thinking inside the box?

Though these concepts may seem daunting, change doesn't always have to be hard. An experienced information management partner can help you address the complexities of maintaining compliance more effectively than someone from within your company.

The right partner should be able to perform a full assessment of your information management program, identify areas of risk and non-compliance and help you build a plan to eliminate these exposure points in a timely fashion.

LET THE OUTSOURCING EXPERT:	SO THAT YOU CAN:
Hire, train and maintain a staff capable of managing information throughout its lifecycle using methods that align with the regulations most pertinent to your operations.	Free up valuable time and resources to execute strategic initiatives and focus on your core competencies.
Leverage tools and processes – including tracking technologies, chain-of-custody procedures and hold policies – that demonstrate consistent and compliant management of your critical business information.	Prove to auditors and regulatory bodies that you are managing information according to their guidelines – and avoid the fines and penalties associated with failing to do so.
Offer practical advice about maintaining regulatory compliance gathered from years spent working with companies just like yours.	Ensure you are evolving your information management processes in ways that keep pace with the newest laws and regulations.

Iron Mountain has partnered with many companies like yours to maximize their compliance postures. With the help of our proven expertise and best practices, you will find yourself well positioned to identify the key laws and regulations governing your industry, understand the effect these have on your operations and create a comprehensive information management program that protects your organization's critical assets in a compliant manner. Call 1-800-899-IRON to get started, or visit: ironmountain.com/Solutions/Information-Management/Compliance.aspx.

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