



## What if You Could

- **Accelerate digital transformation:** capture, classify, index, enrich and visualize your data regardless of format - physical and digital.
- **Reduce risk and drive compliance:** validate your data is complete and apply automated information governance.
- **Use one cloud-based system of record:** archive data from multiple content sources.
- **Achieve business assurance:** empower critical decisions by unlocking the power and value hidden in your data.

## SOLUTION BRIEF

# ACTIONABLE INSIGHTS FOR THE ENERGY INDUSTRY

### BUSINESS CHALLENGE:

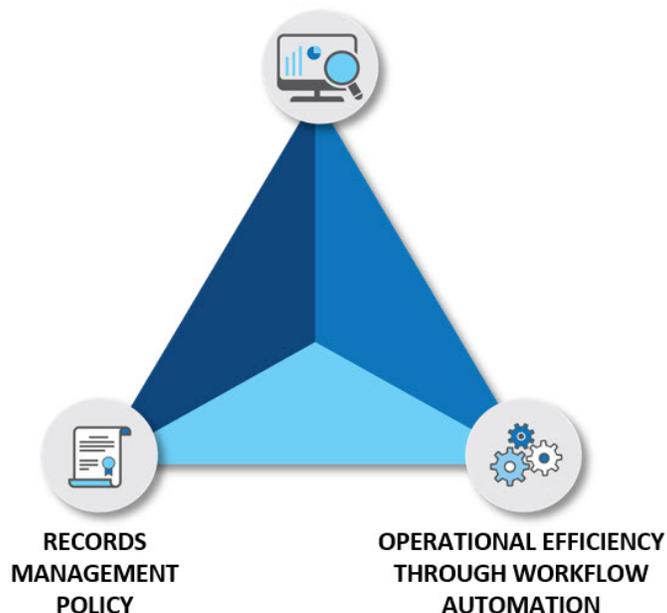
The distributed nature of today's business environment can create an ecosystem of diverse systems with multiple data types from various data sources, including; oil and gas well data and field maps, GPS data, and external data sources.

Most information is now digital, but many physical records are still archived off-site, and most organizations also often encompass multiple departmental "silos," each utilizing its own records and information management processes. This lack of standardization creates inefficiencies that can negatively affect your ability to gain critical business insights from your information, and increases the risk of audits and legal action.

### A CONTENT BUSINESS SERVICES PLATFORM

Iron Mountain InSight® is a content services platform that provides actionable business insights and predictive analytics through Machine Learning (ML) -based classification of a company's physical and digital information, which adds structure, context and meta-data to information to make it more usable. The resulting enriched content can then enable enhanced automated governance and workflow throughout your organization.

### BUSINESS INTELLIGENCE THROUGH CONTENT ANALYTICS AND DATA VISUALIZATION



## HOW IT WORKS

Iron Mountain InSight “industrializes” the process of data capture and content enrichment. It supports data ingestion from various sources: physical (paper, tape), digital (application generated, human generated). Once ingested, the documents are classified by type and the metadata is organized as a collection.

This process trains the convolutional neural networks connected to the platform, so that once document and metadata indexing is complete, a baseline library is established. which can then be searched for patterns and trends and used to run visualization and analytics tools against applicable business use cases.

The content services platform uses both visual and text classification to increase classification accuracy, allowing users to focus on the analysis needed to drive business decisions.

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## BENEFITS FOR ENERGY ORGANIZATIONS

Using data types typically stored by the energy industry, you can enable:

- Discovery and business development activities to identify and leverage all content associated with specific geolocations and the assets pertaining to the location in order to derive the valuation of the assets.
- Aggregate seismic imagery, geospatial analysis, contracts, applications, and documents to support data-based high value decision insights.
- Asset Integrity Management to identify assets that potentially pose risk to the organization and to develop both fingerprints of those assets as well as predictive models.

Iron Mountain InSight uses both visual and text classification to increase classification accuracy, and lets you focus your time on the analysis needed to drive business decisions instead of wasting time on manual document preparation that is prone to potential human bias and errors.