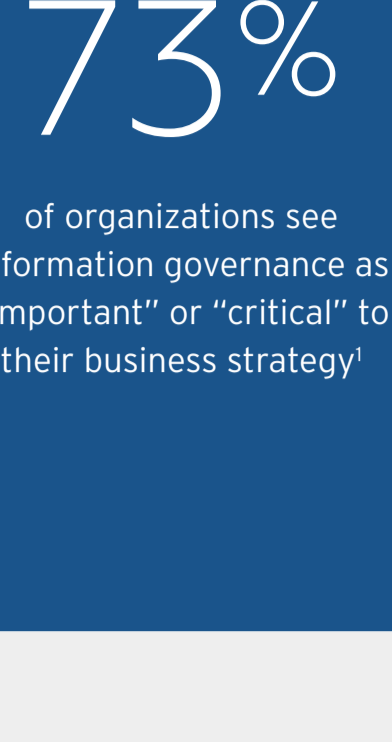




DATA DRIVES DIGITAL SUCCESS

But only with good information governance

INFORMATION IS YOUR MOST CRITICAL BUSINESS ASSET - BUT WITHOUT PROPER ASSESSMENT OF YOUR INFORMATION GOVERNANCE, OR A ROADMAP TO ADDRESS GAPS, IT'S IMPOSSIBLE TO ACHIEVE STRATEGIC GOVERNANCE GOALS, PROVIDE CONCRETE PROOF OF BUSINESS BENEFIT AND ENSURE YOU'RE EFFECTIVELY MANAGING RISK AND REALIZING VALUE.



WHAT ARE ORGANIZATIONS CONCERNED ABOUT?

"I'M WORRIED ABOUT BEING OUT OF COMPLIANCE."

23% of businesses describe their governance and management of multi-channel inbound information as chaotic?

62% say they struggle against a keep-everything culture?

"I CAN'T GET INSIGHTS FROM MY DATA TO MAKE BETTER DECISIONS."

Over 60% of information sprawl is unstructured?

52% of a company's data is "dark", meaning that no value has been assigned to it?

"IT PAYS TO INVEST IN COMPLIANCE...IF COMPANIES SPENT MORE ON COMPLIANCE ACTIVITIES, SUCH AS AUDITS, ENABLING TECHNOLOGIES, TRAINING AND EXPERT STAFFING, IT WOULD BE LESS COSTLY THAN IF THEY WERE IN NON-COMPLIANCE WITH DATA PROTECTION REGULATIONS."

Ponemon Institute

DATA IS YOUR LIFEBLOOD. MATURE INFORMATION GOVERNANCE CAN MEAN:

- Efficiency gains** from improved data gathering
- Reduced cost** with lower storage requirements
- Higher quality data** for regulatory reporting
- Improved agility** with fast-access to data-driven insights
- Mitigated risk** from increased understanding of information governance
- Increased security** across the information lifecycle and your ecosystem

IRON MOUNTAIN® INFORMATION GOVERNANCE ADVISORY SERVICES

Accelerate and advance your IG journey



1. Model a clear path to IG
2. Elevate IG as a strategic priority
3. Work within resource constraints
4. Uncover risks and inefficiencies
5. Prioritize IG initiatives

TECHNOLOGY + DEEP EXPERTISE + BROAD EXPERIENCE

Our team of 100+ IG experts are dedicated to the intricacies of retention, privacy, compliance and risk management.

THE IRON MOUNTAIN IG ADVISORY SERVICES PROCESS

STEP 1: ASSESS YOUR ORGANIZATION'S IG STRATEGY

Establishing a benchmark is crucial to growing your program and allows you to display measurable improvements to stakeholders. Utilizing the IGHealthRate™ assessment, our Advisory Services team assesses your organization's IG maturity across 10 competencies. This leads to a baseline, benchmark against your peers, identified gaps and a roadmap to success.



STEP 2: ENSURE A STRONG IG FOUNDATION

With a solid understanding of your IG program, our experts help you create and implement a more robust IG vision. This includes two foundational aspects:

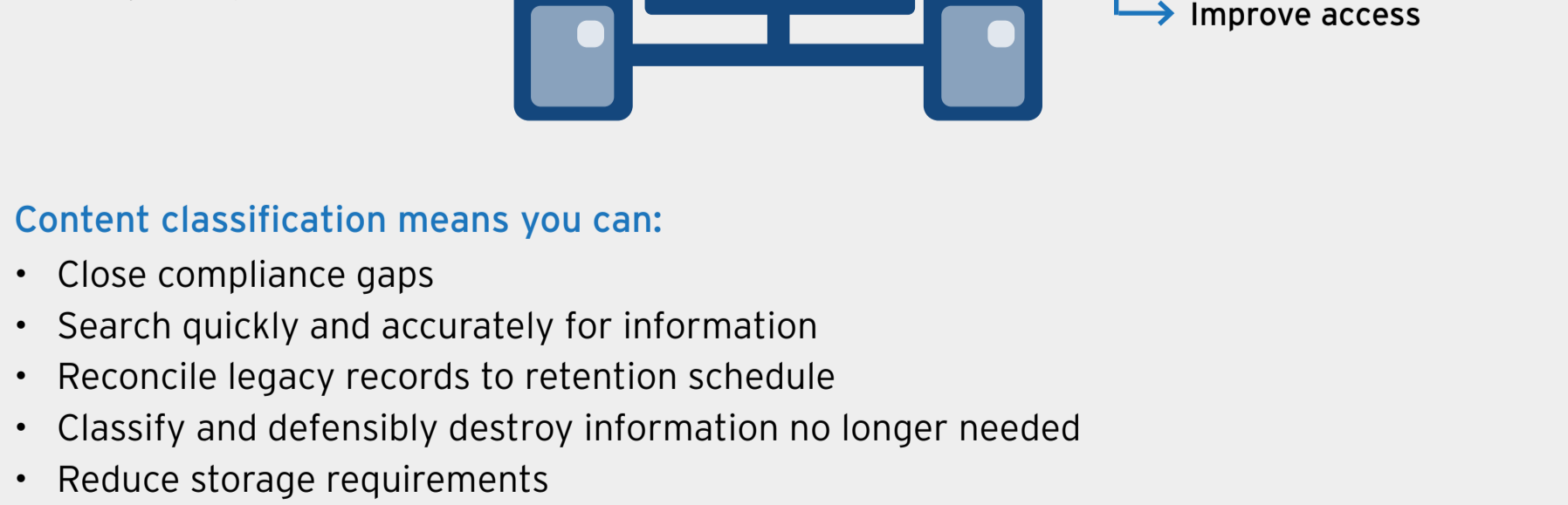
- Establish** a cross-functional IG structure with steering committee and a realistic strategic roadmap
- Document and share** enterprise-wide policies for consistent IG practices through Iron Mountain® Policy Center, a cloud-based retention and privacy policy management platform

With an updated program, you can:

- Create/revamp a retention schedule and keep it up to date
- Evaluate records classification scheme for your unique needs and risk tolerance
- Optimize retention rule setting
- Define legal research subscriptions needed to stay up-to-date on retention rules
- Establish metrics to measure alignment with business priorities

STEP 3: IMPLEMENT CONTENT CLASSIFICATION

You have to be aware of where data is stored and in what format—physical and electronic—to properly map to a retention schedule. Our experienced consultants, data scientists and legal consultants work with you to configure, develop and apply methodology over legacy and day-forward content. Metadata is normalized and updated to be consistent, improving accessibility for structured and unstructured data.



Content classification means you can:

- Close compliance gaps
- Search quickly and accurately for information
- Reconcile legacy records to retention schedule
- Classify and defensibly destroy information no longer needed
- Reduce storage requirements

STEP 4: PROVIDE ADVISORY STAFFING TO PERFORM OPERATIONS

If you need additional help getting started, we offer project oriented, outcome based advisory staffing. Our team will work with you to:

- Bring** industry experience to your unique situation
- Accelerate** adoption and implementation of your program
- Train and enable** your personnel to adapt to future business program

TAKE THE FIRST STEP TOWARDS A NEW INFORMATION GOVERNANCE FUTURE. Visit ironmountain.com/igadvisory to learn more.

SOURCES:
 1. Best Practices for Automating IG, AIIM
 2. State of Information Management: Are Businesses Digitally Transforming or Stuck in Neutral? AIIM
 3. IG Benchmarking Report, ARMA | Cohasset
 4. Veritas
 5. Ponemon Institute, "The True Cost of Compliance With Data Protection Regulations"