

Generate enterprise value

by connecting your digital and physical assets



Interviews with innovation decision-makers reveal that value means achieving three priority objectives:



Improve revenue and growth



Increase customer satisfaction



Maximize efficiency¹



Across industries, these leaders provided insights into how they define innovation:



Innovation is the development of new technologies and processes to increase efficiency, automation, and access to company resources and information.”¹

Innovators recognize that increasing efficiency, automation, and access to company resources and information means they can no longer manage digital and physical assets separately.



New frontiers, new opportunities

Digitizing legacy documents, recordings, equipment, collectibles, and other physical assets and capturing metadata (data about the asset) enable organizations to connect and analyze information required to implement emerging use cases that blend digital and physical worlds.

These use cases are poised for far-reaching impact over the next few years.

AI-driven automation systems

Streamline and scale decision-making, ensure consistent prediction and application of rules, and enable workflow and task automation.

Impact



97 million

new roles will be created by 2025 as humans, machines and algorithms increasingly work together.”²



The customer experience has transformed. Now, it's real-time. Getting a decision in a matter of seconds, based upon that data. Customers now have access to their insurance policy and the benefits of this through an app on their phone. So, wherever they go, they have access to us.”

Senior Finance Manager
Insurance, US³

Generative AI applications

Help solve health problems, create personalized solutions, prevent security breaches, and create new assets.

Impact

36.1%

The predicted compound annual growth rate of the generative AI market from 2022 to 2032⁴



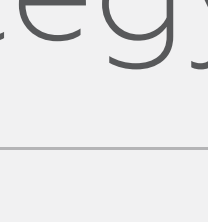
Immersive experiences and metaverses

Use augmented and virtual reality to enable robust interactions, enrich learning, and heighten engagement in transactional environments (retail, banking, real estate).

Impact

61%

of business leaders expect the metaverse to change the way their industry operates within 5-10 years.⁵



Overcoming barriers to innovation

To **participate** in these new opportunities, organizations must overcome three key challenges in preparing their digital and physical assets to generate new value.



Data protection, privacy, control, and trust

Increased risk results from a lack of knowledge and technology to govern and protect assets in compliance with regulations and business needs.



Physical asset visibility, access, and value generation

Preserving and generating value from physical assets—such as paper documents, analog recordings, equipment, and collectibles—is limited by a lack of data about them.



Data growth and management

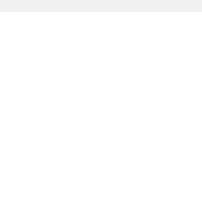
Excessive resources are often needed to scale and manage storage and optimization of disconnected islands of information and data.



Boosting innovation with a unified asset strategy

To **overcome** these challenges and flourish in new digital frontiers, organizations require a comprehensive unified asset strategy that spans three critical aspects of asset optimization and value creation.

They must:



Conform to corporate risk management and regulatory requirements

Implement policies to govern retention, privacy, and compliance for an ever-growing range of digital and physical assets.



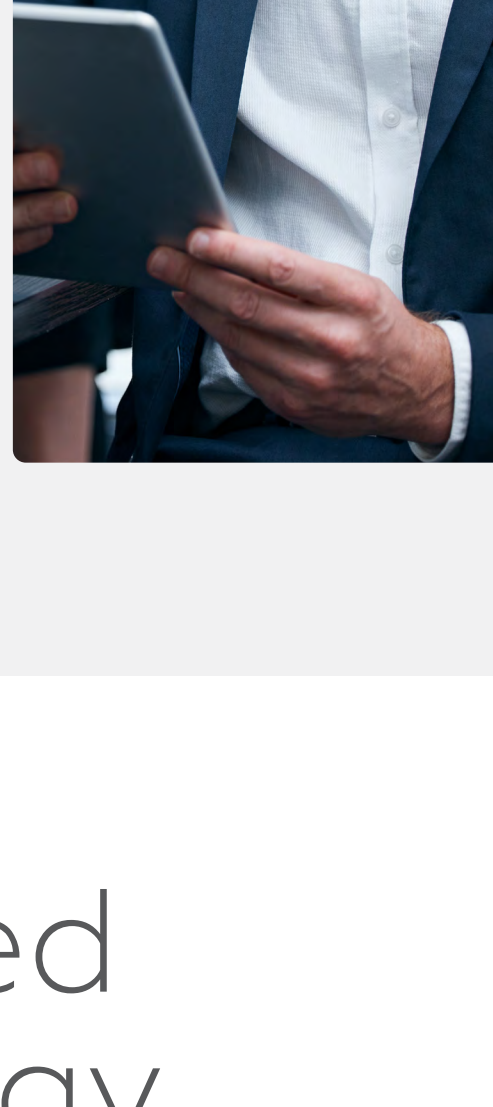
Safeguard assets and reputation

Secure critical assets from internal and external threats, including natural disasters and cybercrime.



Leverage data insights

Automate operations and workflows and generate new value by harnessing data insights from all relevant assets.



How a unified asset strategy works

A **unified asset strategy** empowers organizations to activate a data-driven culture and lays a solid foundation for innovation.

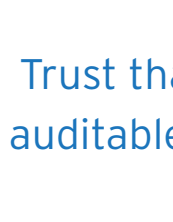
Enterprises can:



Discover digital and physical assets



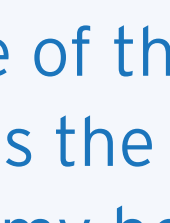
Optimize and connect data to generate revenue and drive efficiency



Retire assets responsibly



Store, protect, and preserve assets



Trust that end-to-end governance and an auditable chain of custody protects assets throughout the process



It's a highly state of the art proposal.... It gets the creative juices flowing in my head; it makes me want to learn more.”

Senior Manager
Media & Entertainment, US³

Start building your unified asset strategy today.

Navigating the rapidly evolving asset landscape is no easy task. A unified asset strategy is an end-to-end approach for enhancing data, optimizing asset value, and ensuring responsible asset management and retirement.

Visit [IronMountain.com](https://www.ironmountain.com) to start building a solid foundation for all your data-driven innovation initiatives.

¹Innovation Stakeholder Personas Research. Conducted by Quadrant Strategies. Sponsored by Iron Mountain. December 2022.

²Digital Transformation and Asset Strategy Research. Conducted by Vanson Bourne. Sponsored by Iron Mountain. December 2022.

³World Economic Forum. **From medicine drones to coral cleaners: 3 'Jobs of the future' that are already here.** May 2022.

⁴The Brainy Insights. **Generative AI Market to Grow at CAGR of 36.10% through 2032.** February 2023.

⁵McKinsey & Company. **A CEO's guide to the metaverse.** January 2023.

