

Harness Your Content Once and For All to Drive Efficiency and Growth

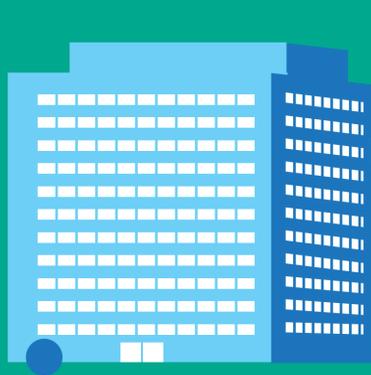
Today's digital enterprises are confronting a growing universe of content, often siloed in legacy systems across multiple applications and business users.

Highly regulated and process-driven industries, in particular, such as healthcare, financial services, and the public sector, are feeling the pain.

But there's good news: cloud-based content services platforms (CSPs) can deliver operational efficiency and ensure data security – and address the changing business climate.



The variety and volume of content is growing



143 ZB

of data will be created, captured, copied, and consumed in the world in 2024.¹



Enterprise content runs the gamut.

Both unstructured and structured content are on the rise from multiple sources:

- Mobile devices**
- Social media networks**
- Email**
- Enterprise resource planning (ERP) applications**
- Customer relationship management (CRM) applications**
- SaaS applications**
- Data in audio, video, and text formats**



Enterprises need to classify, store, manage, search, and retrieve this content for efficiency and growth.



But most companies lack an enterprise-wide content strategy.



What's more, IT faces many pain points

The answer? Content services platforms – aka CSPs.

Solutions built on these next-gen platforms can enhance customer experience, increase employee productivity, and digitize core business processes.

And they help solve IT's pain points – new and old:



PAIN POINTS



SOLUTIONS

1 The pandemic has created new **user access** scenarios.

User access – single interface delivers information to the right recipients at the right time.

2 Customers, employees, and partners expect a consumer-like **experience**.

Customer, employee, and partner experience – integration with 3rd-party apps provides tight integration. Customizable user interfaces improve experience.

3 IT **budgets** are tight – or have shifted to ROI-driven business outcomes.

Cost savings – modern CSP platforms offer flexible, lower-cost, subscription-based alternatives.

4 Document processing and management processes may be decentralized, labor-intensive, and **complex**.

Complexity – AI and automation improve efficiency and productivity.

5 **Security, governance, compliance, and risk mitigation** are table stakes.

Security & governance – Centralized services let organizations develop enterprise-wide rules.

6 Business leaders want solutions **today** – not tomorrow.

Business demands – Low-code processing enables fast and easy application development to address business needs without hassle.



Want to learn more?

[Click here](#) to learn more about Iron Mountain's InSight platform.

¹ Source: IDC, 2020