

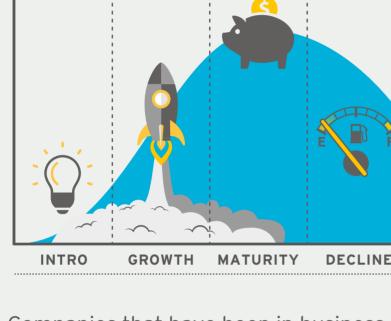
## TAKE CONTROL AND REDUCE INFORMATION RISK

Most businesses only get more serious about information sharing and management after their first five years.

# Playtime is over



**Product lifecycle** 



important role to play to ensure the

business selects the right information

management supplier and solution.

lasting between five and seven years, the research suggests that many mid-market companies experience an information epiphany around the six year mark. Companies that have been in business for six years or more are

With most product or

service lifecycles now

twice as likely to make their valuable information available to:

***	Research and development	17%	31%
×××	Marketing	13%	27%
§ (5) (5)	Finance	19%	26%
	Management	27%	43%
	er access to information is matched	ed by a commit	ment to the

The ability to get value from information also leaps forward:

	Research and development	16%	28%
×××	Marketing	14%	27%
	Management	19%	31%
Informa	tion is being managed and use	ed in new ways	s.

of companies

### information they hold or where it is stored. By the sixth year this figure drops to 14%, at which

founded since 2009 admit they don't know what

point 45% have a data management system and

monitor the effectiveness of their information.

Information management grows up



six, 78% of companies do.

of the younger firms don't know how their information travels through the business or where it could be most valuable. Compare this to 22% of firms aged six and over. Similarly, 35% of younger companies don't know the value of information to their business. In year



and value:

How does your business measure up?

Are you surprised by the findings?

Find out how to balance information risk

Share your thoughts Iron Mountain and PwC surveyed 1,800 senior business leaders across a broad range of sectors (energy, financial services, legal services, manufacturing and

consider these statements to represent the core organizational (governance and culture) and technical capabilities (skills and tools) and the associated benefits that demonstrate an information advantage.

engineering, healthcare (US only) insurance, pharmaceuticals), in North America (US and Canada) and five European countries (France, Germany, Spain, the Netherlands and the UK). The responses to 36 of the questionnaire statements in the survey drive and populate the information value index. PwC and Iron Mountain



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About Iron Mountain. Iron Mountain Incorporated (NYSE: IRM) provides information

management services that help organizations lower the costs, risks and inefficiencies of managing their physical and digital data. Founded in 1951, Iron Mountain manages billions of

information assets, including backup and archival data, electronic records, document imaging, business records, secure shredding, and more, for organizations around the world.