



**eBOOK**

# ACCELERATE DIGITISATION AND IMPROVE ACCESSIBILITY WITH DIGITAL STORAGE

FREE YOUR INFORMATION BY  
MOVING FROM PAPER TO CLOUD

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# THE GROWING IMPERATIVE: CREATE VALUE FROM INFORMATION

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Organisations that better extract, apply, and build value from their information gain distinct business advantages:

- Improved efficiency and reduced costs of operations
- Increased customer satisfaction
- Greater competitive flexibility
- More resilience engineered into the business.

**The challenge:** delivering the right data at just the right time for productive use by individuals, workgroups, and teams across the extended enterprise. Nowhere is this more challenging when

managing a mix of paper and electronic information. Pandemic induced disruption, specifically more remote work, only highlighted this difficulty.

Without a unified view of and easy access to all your information, including paper documents, your employees waste time searching for what they need – if they can find it at all. And if found, paper documents can't be quickly, securely shared with others, especially your remote workers.

*No matter where you are in your digital transformation journey, delivering real business value from information requires better access, sharing and integration to create a truly collaborative, accurate and easy to use process.*

“ According to AIIM research, 70% of AIIM members say that getting the right information, to the right person, at the right time is at the heart of their digital transformation challenge.”

Source: [Intelligent Search - Strategies to Find What You Need](#)

# WHAT'S HOLDING YOU BACK?

Common roadblocks to optimising information management and business processes in a hybrid world of paper and digital documents include:

- Difficulty finding relevant documents: more specifically, the useful data contained within unstructured information within the documents.
- No easy, quick way to share this information, or use it to collaborate productively with co-workers, other stakeholders, or customers.
- More remote work will clearly continue beyond the pandemic. How do you engineer your processes to protect them from

future crises? How do you ease access and create collaboration to share valuable business information?

- Securing access to sensitive, regulated information (e.g., Personally Identifiable Information, customer data, contracts, intellectual property, etc.) can be difficult. Increasing regulatory requirements: access trails, compliance audits, right to access, etc, will only make this more challenging and costly.

Business workflows restrained to the 'speed of paper' will not get your organisation where it needs to go. The longer you delay, the further you fall behind.

**“So where do organisations face the greatest challenges in dealing with information chaos? The survey responses suggest that the answer lies at a familiar point for AIIM audiences: at the intersection of content and processes. The two most important information challenges remain ‘digitising, automating, and integrating processes’ (25% say it’s the top challenge), followed closely by ‘managing information throughout its lifecycle’ (24%). These responses are remarkably consistent across different roles.”**

– Source: AIIM 2021 State of the Intelligent Information Management Industry: A Wake-Up Call for Organisation Leaders



## DO THESE ISSUES SOUND FAMILIAR?

- It takes too long to find and is difficult to effectively integrate data located in documents into business processes.
- Collaboration is hindered by inability to securely share documents, particularly with remote workers.
- The physical footprint of document storage is taking up expensive real-estate.
- There is C-level concern for regulatory penalties (whether fines or market-driven) for mis-handled documents and data.

# IMAGINE IF YOU COULD...

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The faster, more complete integration of data within paper documents into business processes is a clear way to deliver greater value. This requires far more than a static document repository. You need to be able to:

- > Easily incorporate new documents from various sources, of different formats, and organise all documents into a framework that more closely aligns with the business organisation and needs.
- > Quickly and confidently locate all relevant data contained within paper documents.
- > Integrate document data in more business processes in a timely fashion, consistently across the organisation.

- > Easily – and securely – share relevant documents and data when collaborating with stakeholders, including remote workers and customers.
- > Gain more control over the information stored in documents, with encryption, role-based access, and pervasive audit trails.
- > Recover valuable office real-estate dedicated to the storing of paper documents.

Forward-looking organisations seek to put their information to better use. And in the process create a more resilient work environment able to adapt to the future, changing business requirements with less disruption.



By 2023, 30% of chief information security officers' (CISOs') effectiveness will be directly measured on their ability to create value for the business."

– Source: "Protect Business Assets With a Roadmap for Maturing Information", 2021 Gartner, Inc.



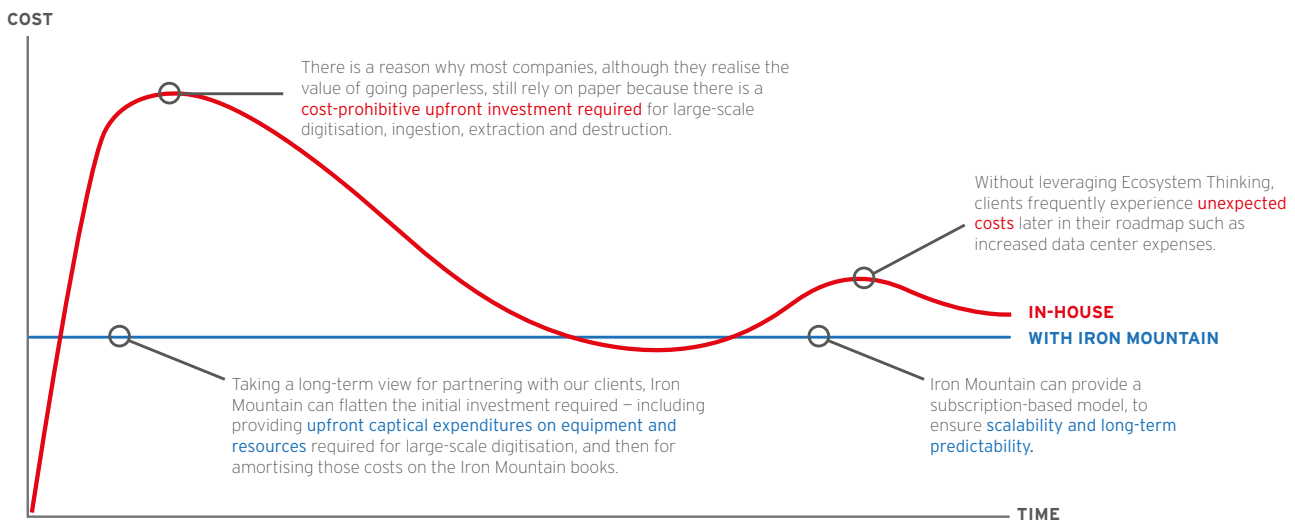
# TAKE THE FIRST STEP WITH IRON MOUNTAIN® INSIGHT ESSENTIAL EDITION

[Iron Mountain® InSight Essential Edition](#) is a subscription-based platform for the easy organisation and sharing of data from documents. The platform quickly increases the scope and ease of access to information from physical document capture and digital content ingestion.

- Capture, classify, and index data in documents regardless of format – physical or digital. Up to 25 metadata fields can be filled in upon capture.
- Leveraging optical character recognition (OCR), document content becomes searchable by text or index. Document types include Office documents in 50+ languages (Office docs, PDF's, TIFF & JPEGs.)

- Documents can be easily – and securely – shared with co-workers, locally or remote, and external users. They can be shared as links, email attachments, or as PDFs, XMLs, or ZIP files.
- Import from existing digital repositories such as Sharepoint, G-Drive, Box, Dropbox, etc. no matter where they reside.
- Recover valuable office real-estate dedicated to the storing of paper documents.

Competitively priced against other cloud based digital repositories, the platform allows you to better align physical and digital document content with your business needs, overcoming information silos and inherent barriers to accessing and sharing the right information quickly and at the right time.



“ In a recent poll of IT decision-makers: ‘More than half (59%) of ITDMs agree the work from home (WFH) shift has created a more positive view of remote workplace policies...along with 60% who said that maintaining a remote workforce will be permanent.’ ”

– Source: [Organisations Increase Technology Spending and Adoption to Adapt to Evolving Business Landscape](#)

# ADDITIONAL TOOLS TO BUILD VALUE

The Iron Mountain InSight Essential Edition provides additional tools and built-in capabilities to expedite collaboration, secure access, and reduce the costs of compliance.

Documents are easily located via text searching thanks to the OCR pipeline, a rationalised index across repositories - simplifying tree-structure browsing, or metatags. The visual, drag & drop dashboard can be tailored around a user profile creating a personal workspace, optimising faster collaboration and integration with business workflows.

The platform has built-in measures to secure documents and reduce the costs of compliance.

- All digital content is encrypted at rest and during

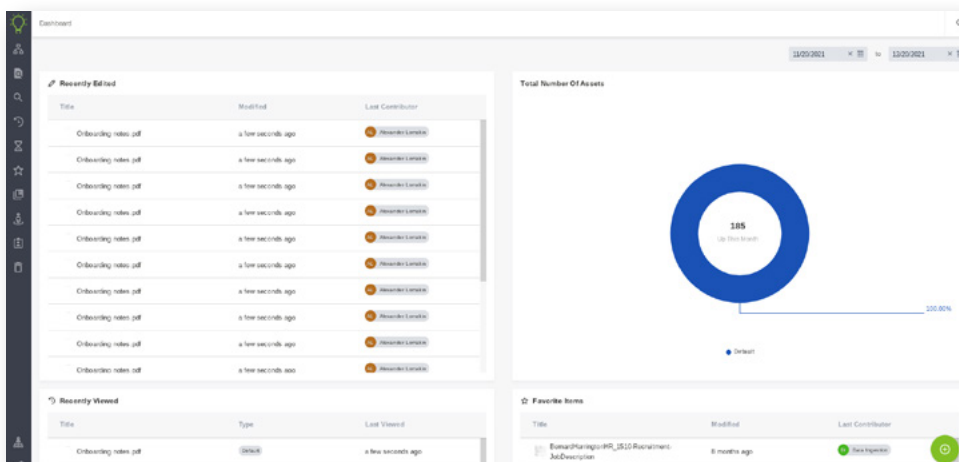
transmission across a secure network with access restricted by encryption keys.

- Role-based access (RBAC) to the dashboard enables authorised users to access only the information they need, wherever and whenever they need it.
- The dashboard allows you to easily follow the activity of a document or a space.
- Readily available audit trails of individual documents and systems.

Eliminate the burden - and operational costs - of moving at the 'speed of paper'. Focus on adding value while the platform protects, tracks, and allows you to extract the data you need to improve your business processes.

“ There is a new awareness about the importance of information assets – document, content, records – and process leaders and practitioners need to seize this opportunity.”

– Source: “AIIM 2021 State of the Intelligent Information Management Industry: A Wake-Up Call for Organisation Leaders”



# EXAMPLES OF ADDING VALUE

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Organisations have different document handling volumes, processes, constraints - and priorities. Iron Mountain InSight Essential Edition use cases to improve business processes, increase document control and consolidate expensive business real estate include:

- **Claims Support** – better integration of distributed, paper forms into claims processing and customer support. Faster, more complete responses and automatically documented 'paper trail' for compliance.
- **Store Credit Agreements** – consolidate customer credit agreements from distributed stores, allows the tracking of agreements and additional business insights, e.g., number of agreements per store and 'high performers', or alert on end dates to automatically send out renewal notices.
- **Payroll Enquires** – incorporation of more payroll data to respond faster, and with confidence, to employees' questions and support regular tax filings.
- **Invoices** – exception invoice enquiry response and support of payment. More complete case files, easily accessible to the right resources, accelerates resolution.
- **HR Records** – consolidate distributed HR data and enable remote working of HR team. Enable the secure sharing of sensitive content with employee manager as required.
- **Legal Case Files** – support case files remotely and across teams to manage workload and find needed content more rapidly. Reduce expensive storage space.
- **Product Support** – capture of all technical data relating to products allows faster more accurate response to customer enquiries. Reduces cost of previous manual process of finding data - realising search may be incomplete.

## CASE STUDIES:

**Consolidate space:** An organisation wanted to downsize their physical footprint and relocate from central London to less expensive real-estate. They saw the move as an opportunity to boost their digital transformation, namely within HR, which ran substantially on paper. Some value-based scanning of important documents and day-forward scanning established Iron Mountain InSight Essential Edition as their 'go-to' source of HR documents. They not only reduced physical document storage but sped up HR processes by facilitating secure sharing of documents with remote workers and managers.

**Accelerate process, incorporate remote workers:** A state unemployment agency was overwhelmed early during the pandemic; claims sky-rocketed, from ~1K per day to 27K per day. The "double-whammy" was processing required more remote workers. The agency opted for mailroom services to receive and ingest unemployment claims into Iron Mountain InSight Essential Edition. The platform applied a Social Security metadata field to route and organise all claims, including exceptions. It also makes the claims documents available, securely and traceably, to a larger remote work force.



# BENEFITS OF A "ONE-STOP-SHOP"

Iron Mountain provides everything for taking that first step: from scanning (progressive back scanning, value-based, a/or day forward), logistics (store, pickup paper from multiple locations with secure chain of custody) to the cloud-based Iron Mountain InSight Essential Edition platform, all in one. In addition:

- Extensive network of global imaging centers with highly secure and efficient personnel, processes, facilities, and equipment.
- 20+ years' experience in scanning, indexing and digitally storing information.

Security and role-based access controls are extended across the entire document lifecycle. Validate your data is complete, reducing the risks associated with compliance audits, litigation, moving or consolidating locations, and M&A activity.

- A proven chain of custody to ensure transparency of where your physical and digital assets are at all times.
- Unparalleled security controls and existing regulatory compliance (See chart below).

INDUSTRY	COMPLIANCE
FINANCIAL CUSTOMERS	<ul style="list-style-type: none"> <li>➤ ISO 27001</li> <li>➤ SOC 2 TYPE II</li> <li>➤ FFIEC</li> <li>➤ SOX</li> </ul>
HEALTHCARE	<ul style="list-style-type: none"> <li>➤ HIPAA</li> </ul>
US GOVERNMENT	<ul style="list-style-type: none"> <li>➤ NIST 800-53</li> <li>➤ FEDRAMP / FISMA</li> <li>➤ IRS PUB 1075</li> </ul>
EUROPEAN CUSTOMERS	<ul style="list-style-type: none"> <li>➤ GDPR</li> </ul>
PAYMENT PROCESSING	<ul style="list-style-type: none"> <li>➤ PCI</li> </ul>

# FLEXIBLE, SCALABLE GROWTH WITH IRON MOUNTAIN

Iron Mountain provides a smooth path to scale users and document repositories up or down as needed - without expanding your footprint. Upgrading the [Iron Mountain InSight Content Service Platform](#) affords you even greater flexibility and scale.

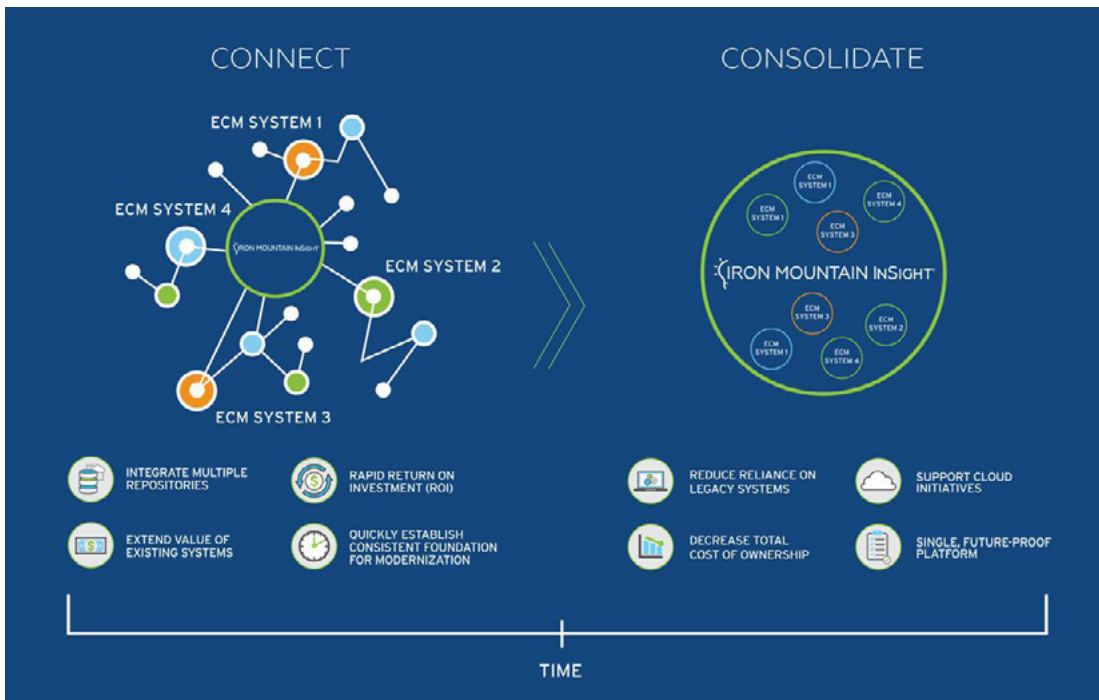
- The InSight Content Service Platform is designed to reduce the burden of integration with changing policy management and privacy rules – automatically.

Benefit from our experience to quickly increase your business intelligence. Artificial Intelligence-based Machine Learning can automatically classify, extract and enrich both physical and digital content. The result is that previously unseen relationships between disparate information are revealed and made available.

Empower your workers with information. Broaden the scope of their available solutions, accelerate their effective responses, and move the business to the next level of competitiveness.

Accelerate your digital transformation and add business value by extending where you make the right information available to the right process at the right time.

## PATH FOR FUTURE GROWTH





# WANT TO LEARN MORE?

Take a look at [Iron Mountain's InSight platform](#).

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We encourage you to share this eBook with a variety of stakeholders in your company:

- > **Line of Business Owners**
  - > **Chief Information Officers**
  - > **Chief Compliance Officers**
  - > **Chief Technology Officers**
  - > **Data Scientists**
- 

Iron Mountain InSight is a cloud-native Content Services Platform that uses ML/AI to automatically classify, extract and enrich physical and digital content. Through ingestion and processing of physical and digital information, and by incorporating metadata from internal and external sources, previously unseen relationships between disparate information assets are revealed.

Offered as a subscription model, this solution enables you to gain ML-based insights without the time and resources needed for an in-house program, helping to drive revenue growth, improve efficiency and reduce risk.



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## **ABOUT IRON MOUNTAIN**

Iron Mountain Incorporated (NYSE: IRM), founded in 1951, is the global leader for storage and information management services. Trusted by more than 220,000 organisations around the world, and with a real estate network of more than 85 million square feet across more than 1,400 facilities in over 50 countries, Iron Mountain stores and protects billions of information assets, including critical business information, highly sensitive data, and cultural and historical artifacts. Providing solutions that include secure storage, information management, digital transformation, secure destruction, as well as data centers, art storage and logistics, and cloud services, Iron Mountain helps organisations to lower cost and risk, comply with regulations, recover from disaster, and enable a more digital way of working. Visit [www.ironmountain.com](https://www.ironmountain.com) for more information.

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