IRON MOUNTAIN®

White Paper

Boost enterprise-wide innovation with a unified asset strategy

Discover how CxOs and other enterprise decision-makers view innovation, digital transformation, operational excellence, and the value of a unified asset strategy in accelerating their strategic initiatives.

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Executive summary

Interviews with enterprise leaders reveal this: Long-term growth relies on innovation, and boosting innovation means accelerating digital and workplace transformation, operational excellence, and sustainability. In turn, these initiatives require having digital and physical assets in order, ready to be optimized, and that's become far more complex than it was just a few short years ago.

As a result of investments in long-term growth initiatives, we're experiencing an unprecedented surge of digital-native data, the mass digitization of physical assets, the propagation of the Internet of Things (IoT) and mobile devices, and the rapid expansion in multi-cloud and edge computing environments. Assets are becoming more varied, widespread, and regulated, while competitive differentiation relies on them, visibility and control over them are waning, and threats to them are growing.

According to IDC, "The Global DataSphere is expected to more than double from 2022 to 2026." John Rydning, research vice president, IDC's Global DataSphere, states that the growth of the Enterprise DataSphere will be twice that of the Consumer DataSphere in this timeframe, "putting even more pressure on enterprise organizations to manage and protect the world's data while creating opportunities to activate data for business and societal benefits."[1]

In the turbulence that defined the start of this decade, many leaders recognized the need to fast-track internal and external transformation so they could keep their businesses moving. They invested in these initiatives ahead of original plans, often without internal processes and typical guardrails fully vetted and in place. Trailblazers among them are continuing to push toward new horizons, such as artificial intelligence (AI)-driven automation, generative AI, and immersive experiences.

In the wake of so much change, many leaders find that they need to understand both the opportunities and risks emerging from this historic period and the new frontiers ahead.

They've committed to cleaning up legacy documents, files, and data and are taking a hard look at the assets, processes, and skills that make transformation, operational excellence, and sustainability possible.

> "The pandemic finally forced a lot of things to actually happen remotely. We were able to show that during the pandemic, you don't have to phyiscally be in the same building; you can have everything digitized to support the conversation."[2]

Head of Services in European Operations
Insurance, UK

Impact

93%

of organizations have implemented initiatives to clean up legacy physical and digital documents, files, and data.[3]

[1] IDC. John Rydning. **"Worldwide IDC Global DataSphere Forecast, 2022–2026: Enterprise Organizations Driving Most of the Data Growth."** May 2022.
[2] "Digital Transformation and Asset Strategy Research." Conducted by Vanson Bourne. Sponsored by Iron Mountain. December 2022.
[3] Economist Impact. **"Organisational Resilience."** Sponsored by Iron Mountain. 2022.

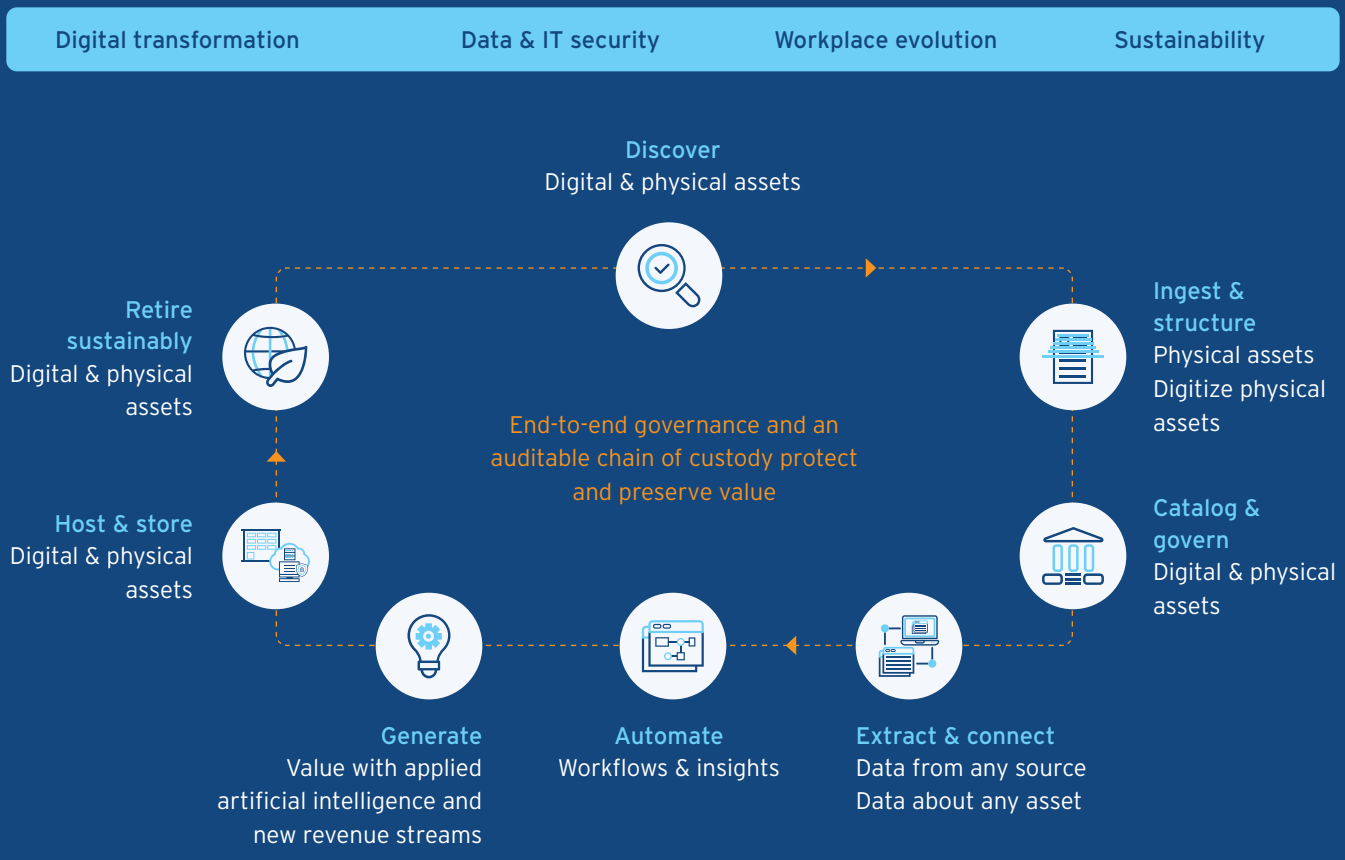
Unified asset strategy

A **unified asset strategy** provides a resilient approach for weathering turbulence and embracing new opportunities for lasting growth. In an everchanging environment, a unified asset strategy helps organizations discover, ingest, structure, catalog, and govern digitized, digital native, and physical assets.

Metadata can be extracted from stored data to automate workflows and generate more value. Physical and digital assets can be hosted and stored at scale in a secure, sustainable way that advances organizations in their transformational journeys.

Unified asset strategy

A framework for innovation and operational exellence across customer imperatives



Enterprise priorities for innovation

To understand the relationships between innovation and enterprise initiatives, Iron Mountain conducted a series of interviews with enterprise decision-makers.

Conversations about innovation highlight a heavy focus on customer experience and the dependence on operational excellence to achieve external-facing goals. Following are highlights of that research.

Customer-focused digital transformation

Enterprise leaders indicate that improving customer experience and satisfaction and expanding their customer base are at the heart of their current and planned digital transformation efforts. They see efficiency as an enabler to focus on customer experience.

> "We're looking to grow our customer base as opposed to concentrating on the existing customer base. In order to do that, we have to be digital, because the younger generation and new customers expect that." [4]

Finance Manager
Banking & Finance, Australia

> "Improving working time and making teams efficient saves them a lot of time. They can then focus much more on thinking about the strategy for their customers, the message, the research, and creating new things for customers." [4]

Director of Product Development
Media & Entertainment, Mexico

> "Our company also pays great attention to being eco-friendly. So digital transformation is the way to go.... We have been promoting digital transformation to eliminate the need for paper." [4]

HR Data Manager
Healthcare, Malaysia

> "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." [4]

Senior Finance Manager
Insurance, US

[4] "Digital Transformation and Asset Strategy Research." Conducted by Vanson Bourne. Sponsored by Iron Mountain. December 2022.

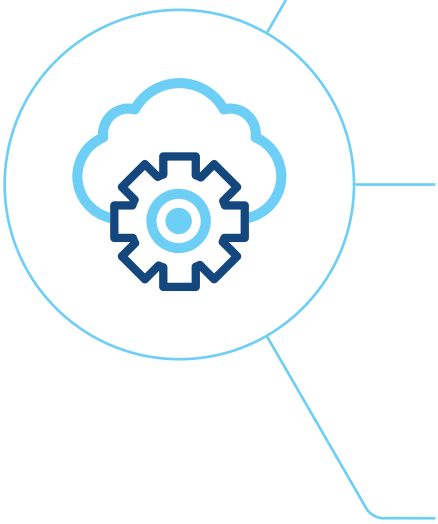
Enterprise priorities for innovation

Operational excellence

Decision-makers reference the need to step back after years of forced, rapid change to reassess and improve internal operations that support customer-facing transformation efforts. Efficiency is vital to reducing costs and improving sustainability practices.

Organizations plan to optimize their internal operations by decommissioning legacy applications, supporting remote and hybrid work, and digitizing assets to benefit the environment. Quotes from the research illustrate these concepts.

All respondents reference internal operations when talking about their organization's digital transformation efforts.[5]



> We have been involved very heavily and focusing on the legacy applications to decommision. Removed maybe hundreds of applications already and still some to go. Secondly, it's moving the applications to the cloud and using software-as-a-service."

Head of Infrastructure
Insurance, UK

> The deployment of online collaborative tools in a forced way in March 2020 with COVID allowed us to intensify distance working."

IT Project Manager
Banking & Finance, France

> We try to make processes as efficient as possible digitally.... This has cost benefits because if you are efficient, you save money. But it also has sustainability benefits; if you become completely paperless, you will prevent paper being printed which will end up in the bin." [5]

Head of IT
Banking & Finance, Germany

[5] "Digital Transformation and Asset Strategy Research." Conducted by Vanson Bourne. Sponsored by Iron Mountain. December 2022.

Enterprise priorities for innovation

Innovation behavior drivers

Interviews with decision-makers responsible for innovation demonstrate their focus on customer satisfaction and retention. Revenue and efficiency also rank in the top three for most roles, although some of the specific definitions vary.

IT decision-makers highlight the need to increase employee satisfaction and retention. In contrast, regulatory decision-makers emphasize the importance of compliance with industry regulations and the need to protect customer data.

Key performance indicators driving behaviors

	Operations	IT	Regulatory	Data
1	**Customer** Improve customer satisfaction to increase customer retention	**Employee** Raise employee satisfaction to improve employee experiences and retention	**Customer** Expand customer data protection to improve satisfaction and retention	**Customer** Improve customer satisfaction to increase customer retention
2	**Revenue** Grow company revenue	**Customer** Improve customer satisfaction to increase customer retention	**Compliance** Remain compliant with industry regulations	**Revenue** Exceed industry expectations to remain competitive and grow company revenue
3	**Efficiency** Enhance company efficiency to make employees' roles easier	**Revenue** Grow company revenue	**Efficiency** Improve time to new solution adoption by educating employees across the entire organization on relevant policies	**Efficiency** Improve the transition rates and costs from older to newer technologies or processes

Based on "Innovation Stakeholder Personas Research." Conducted by Quadrant Strategies. Sponsored by Iron Mountain. December 2022.

These decision-makers emphasize that they're motivated to innovate for both internal (company-facing) and external (customer-facing) purposes. They're automating processes and improving system efficiencies to achieve their enterprise's overarching priorities: increasing customer satisfaction, driving revenue and growth, and creating internal and external efficiency.

Reaching these goals depends heavily on digital technology, including AI models and applications, edge and cloud computing, security and trust capabilities, governance and data protection tools, and large quantities of data to drive decision-making and enable automation.

New frontiers shaping innovation

Progressive organizations are expanding their innovation strategies to include emerging frontiers such as AI-driven automation, generative AI, and immersive experiences. With a heavy dependence on data and the potential for interaction with physical assets, use cases in these areas demand the culture and structure of a unified asset strategy approach.

AI-driven automation

The latest AI-driven automation systems streamline and scale decision-making, ensure consistent prediction and application of rules, and enable workflow and task automation. Numerous studies demonstrate that automation is becoming increasingly prevalent and has the potential to significantly impact the global economy and job market. Automated decision intelligence will ultimately cause enterprises and the public sector to rethink how to optimize their workers' talents and to outsmart the competition with faster and better information to inform decisions and automate many routine tasks. AI-driven automation requires techniques and expertise to collect data from designated, trusted sources, train AI models, create automation rules, process the data using algorithms, and enable execution on digital or physical systems and assets.

Impact

97 million

The World Economic Forum predicts that "**97 million new roles** will be created by 2025 as humans, machines and algorithms increasingly work together." [6]

[6] World Economic Forum. **"From medicine drones to coral cleaners: 3 'jobs of the future' that are already here."** May 2022.

Generative AI

Generative AI is a type of AI technology that produces or constructs new output or assets. It is likened to a scientist exploring new territories, an artist who never tires, and a storyteller who weaves tales from endless threads.[7]

Generative AI applications are unleashing the imaginations of users who are solving health problems, creating personalized financial solutions, preventing security breaches, de-identifying personal data for use in research, and so much more. Readily available applications are helping users build new creative assets, including text, sounds, or images manifested in digital and physical formats. As each of these solutions or assets is generated, organizations can feed the information in or about them back into their generative AI models to expand model knowledge and improve accuracy in delivering desired results. While generative AI makes many tasks easier, organizations should proceed cautiously. As with any emerging technology, regulations and governance expertise lag. Concerns about copyright infringement, bias, and errors in output have surfaced. Organizations must implement usage guidelines and have a robust set of trusted data to train generative AI models. They also should enable governance, security, ethics, regulatory, and other related controls before diving into enterprise-level generative AI use cases.

Immersive experiences

In immersive virtual worlds, we can pretend to be anyone we want to be and enjoy experiences, interact with others, learn new skills, and close transactions.

Today, consumers can purchase digital experiences, gaming tools, wearables, real estate, and the like in immersive environments. Although we often hear about "the metaverse," many metaverses will ultimately emerge. These will be linked into other metaverses as more enterprises integrate capabilities such as spatial web (vs. flat text, pictures, and so on), digital trust, and decentralized commerce.

While these virtual worlds are made of code and data, the experiences and interactions can seem very "real"—mentally, physically, and emotionally—and the transactions could be legally binding in the physical world.

A distinction between virtual worlds such as metaverses and the physical world is that ownership and control of virtual assets depend on the rules set up by those who create the metaverse platform or application, not on government laws and regulations. The lack of accepted practices places a heavy burden on honest creators to ensure that they trust the data and the code used to develop and operate their metaverse experiences.

36.1%

The seemingly infinite use cases for generative AI have contributed to the prediction that the market will grow at a **36.1% compound annual growth rate** from 2022 to 2032.[8]

95%

According to a McKinsey survey, "some **95 percent** of business leaders expect the metaverse to have a positive impact on their industry within five to ten years, and **61 percent** expect it to change the way their industry operates." [9]

[7] Metaphors generated by **ChatGPT**. March 2023.
[8] The Brainy Insights. **"Generative AI Market to Grow at CAGR of 36.1% through 2032"** February 2023.
[9] McKinsey & Company. **"A CEO's guide to the metaverse."** January 2023.

Universal challenges to innovation

Culture

Decision-makers responsible for innovation struggle to navigate cultural barriers to change. Research highlights that their leadership blocks change in the organization "out of fear of slowing down or disturbing company operations." Some describe companies that don't fully understand the value of their data nor embrace a "data-first mindset." For operations decision-makers, the lack of company buy-in "leaves them without the budget to effectively execute new ideas." Regulatory decision-makers allude to an "employee preference to maintain current systems and resistance to adopting new technologies and processes." [10]

Data growth and management

While data collection on paper is shrinking, the amount of data from enterprise processes and transactions, connected devices, sensors, and many other IoT sources continues to grow at an unprecedented pace. Organizations that connect data from paper (such as mail, contracts, etc.) and digital sources can generate insights to better serve their customers and optimize their internal and external processes in ways that were never before possible. Given the expanding number of use cases across industries, the amount of data is projected to reach 181 zettabytes by 2025.[11]

To make this tangible, imagine a billion one-terabyte drives like many consumers have at home for personal use. It has been estimated that only two percent of the data produced and consumed in 2020 was saved and retained into 2021,[11] but that two percent represents a massive amount of data to manage, govern, mine, and protect from cyber criminals and internal threats. Many organizations lack the resources to decide what data to retain (all that you need, but as little as possible) and to deal with the opportunity and risk associated with that data.

> "We are at the beginning of digitalization, even though we hardly have any paper documents anymore. On the one hand, our organization is already far along. On the other hand, we don't have a solution; it's just stored like that; there is too much data in our computers; therefore, it's not a permanent longterm solution." [12]

Senior Manager
Healthcare, Germany

> "I don't think that it's simply possible [to 100% digitize]; it's easier said than done, because we have over 100 million customers across the world and I think in different countries, there are different types of consent as it relates to GDPR. We also have the record management responsibilities and there are regulations associated on how long you have to keep the data and forms of the data and the regional sources as well." [12]

Head of Infrastructure
Insurance, UK

[10] "Innovation Stakeholder Personas Research." Conducted by Quadrant Strategies. Sponsored by Iron Mountain. December 2022.
[11] Statista. **"Volume of data/information created, captured, copied, and consumed worldwide from 2010 to 2020, with forecasts from 2021 to 2025."** Accessed March 21, 2023.
[12] "Digital Transformation and Asset Strategy Research." Conducted by Vanson Bourne. Sponsored by Iron Mountain. December 2022.

Data visibility and access

As digital-native data volumes grow, many organizations are storing data "in the cloud," where it is accessible to drive business value. Data may reside on any cloud anywhere, from centralized to edge environments that are private, or in public clouds. Meanwhile, much of the data from legacy data center processing and the edge resides in silos, which prevents it from being connected and analyzed with other data—thus limiting its value.

Few people in any given organization know where their data is stored, what it represents or contains, what its context is, how it is protected, and whether it's suitable for the proposed purpose.

As a result of the pandemic and work-from-home initiatives, another phenomenon has emerged. Physical records frozen in time in all but abandoned facilities need to be digitized, stored, and/or disposed of, depending on their value and regulatory requirements, so that enterprises can downsize their real estate footprint.

Data protection, privacy, control, and trust

When data moves from paper to digital storage to workflows in paper-driven industries or from sensors to actuators and assembly lines in factories, leaders need to be confident of several things:

That the data will be secure and compliant with regulations

That customer and employee privacy and safety will be protected

That they control who sees documents and data and how AI models are trained to make decisions

They also want assurances that data is not corrupted or otherwise compromised and that it is responsibly disposed of at the appropriate time.

> "Because a lot of people are working remotely now and are having to return to base following the pandemic... a lot of offices haven't reopened up, but the [physical] records are still there....
>
> But now... they're discussing reducing estates because people probably won't return. So when you go in, to start looking at reducing this estate, all of a sudden, you're faced with: 'Hold on, all these records, which, although they're stored securely, we don't need them here any more; where do they go?' And the obvious answer is: archive them, but get them digitized first." [13]
>
> **Senior Finance Manager**
> Insurance, US

[13] "Digital Transformation and Asset Strategy Research." Conducted by Vanson Bourne. Sponsored by Iron Mountain. December 2022.

Cybercrime

A survey of security and IT leaders shows that cyber criminals continue to achieve significant disruption, whether it's because security teams are getting better at detecting threats or cyber criminals have escalated their efforts. Research from Splunk reports the "effects of incidents over the past two years," including:

57%
Significant IT time/personnel needed for remediation

31%
Shareholder value/company valuation was diminished

48%
Breach of confidential data

41%
Lost productivity[14]

The research suggests that organizations should ramp up their efforts to protect their data from both external threats and unauthorized employees. However, even as advances in protection are made, new technologies can enable more threats.

Take encryption as an example. Encryption is the backbone of security on the Internet. It scrambles data so only those with the key can interpret it. It is the primary technology for protecting data at rest and in flight, such as for online transactions. After a six-year competition, the National Institute of Standards and Technology has selected four encryption tools designed to thwart future quantum computer-based attacks that could crack current codes quickly. These tools "will be part of a post-quantum cryptographic standard, expected to be finalized in two years." [15]

Physical asset visibility, access & value generation

Despite the growing data stores from traditional applications, digitization of paper records, the Internet of Things, and mobile devices, relatively little data exists about physical assets. These include IT and facilities equipment, media and entertainment tapes, printed photos, fine art, movie props, memorabilia, and other collectibles. Without structured data about these assets, organizations are constrained in their ability to manage, preserve, and optimize or monetize physical asset value.

Tremendous untapped rewards exist regarding operational efficiency, preservation of, and value creation from assets. Benefits can range from helping with the mundane task of tracking warranties and licensing—to avoid duplicate payment for services—to creating 2D and 3D models of physical assets and generating metadata about them. Enterprises can use this data to govern assets across their lifecycles, track asset location, visualize assets, sell them in marketplaces, etc.

[14] Splunk. **"The State of Security 2023."** 2023.
[15] NIST. **"NIST Announces First Four Quantum-Resistant Cryptographic Algorithms."** July 2022.

Skill & staffing shortages

Critical to creating value from data, data scientists and data managers remain in short supply despite technology-based solutions that automate many tasks. Glassdoor's Best Jobs in America for 2022[16] ranks data scientist jobs at #3. A quick scroll through job postings[17] gives you an idea of the range of industries and use cases in need of workers who can be interpreters between the business and data managers to turn data into value. Fortune | Education reports that data science job openings have surged 480% since 2016.[18]

Data managers are evolving to address challenges exacerbated by the influx of data and the shift from storing it in traditional data centers to storing it in multi-cloud and distributed environments, such as the edge. They're also learning new DataOps skills to clean raw data and enable data flows that make it easy for data scientists and "citizen data scientists" in the organization to access and use the data they need.

Skills shortages exist at both ends of the spectrum, from resources to sort through sometimes millions of existing paper records to be converted to digital assets or disposed of, to resources to certify that data is retired in compliance with regulations. A study conducted on behalf of Iron Mountain shows that—on average—74% of respondents' organizations planned to eliminate paper records in five years, but 50% lacked the staff to complete the cleanup. With 40% of respondents saying that records are commingled in boxes and 41% citing poor metadata or indexing, digitization remained the number two priority of 41% of respondents.[19]

74%

On average **74%** of respondents' organizations planned to eliminate paper records in five years.

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40%

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41%

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Digitization remained the number two priority of **41%** of respondents.[19]

[16] Glassdoor. "50 Best Jobs in America for 2022." Accessed March 21, 2023.
[17] Glassdoor data science job descriptions. Accessed March 21, 2023.
[18] Fortune | Education. Meghan Malas. "Glassdoor's No. 3 best job in the U.S. has seen job growth surge 480%." March 2022.
[19] "Records Identification and Clean-Up Priorities Survey." Conducted via a third party provider on behalf of Iron Mountain. April 2022.

Overcoming today's challenges while preparing for new frontiers

To flourish amid these challenges and pave the way for new frontiers, organizations require a robust asset strategy that spans three critical aspects of asset optimization and value creation:

They must conform to corporate risk management and regulatory requirements by implementing policies that govern retention, privacy, and compliance for a widening spectrum of assets that exist in the physical and digital worlds.

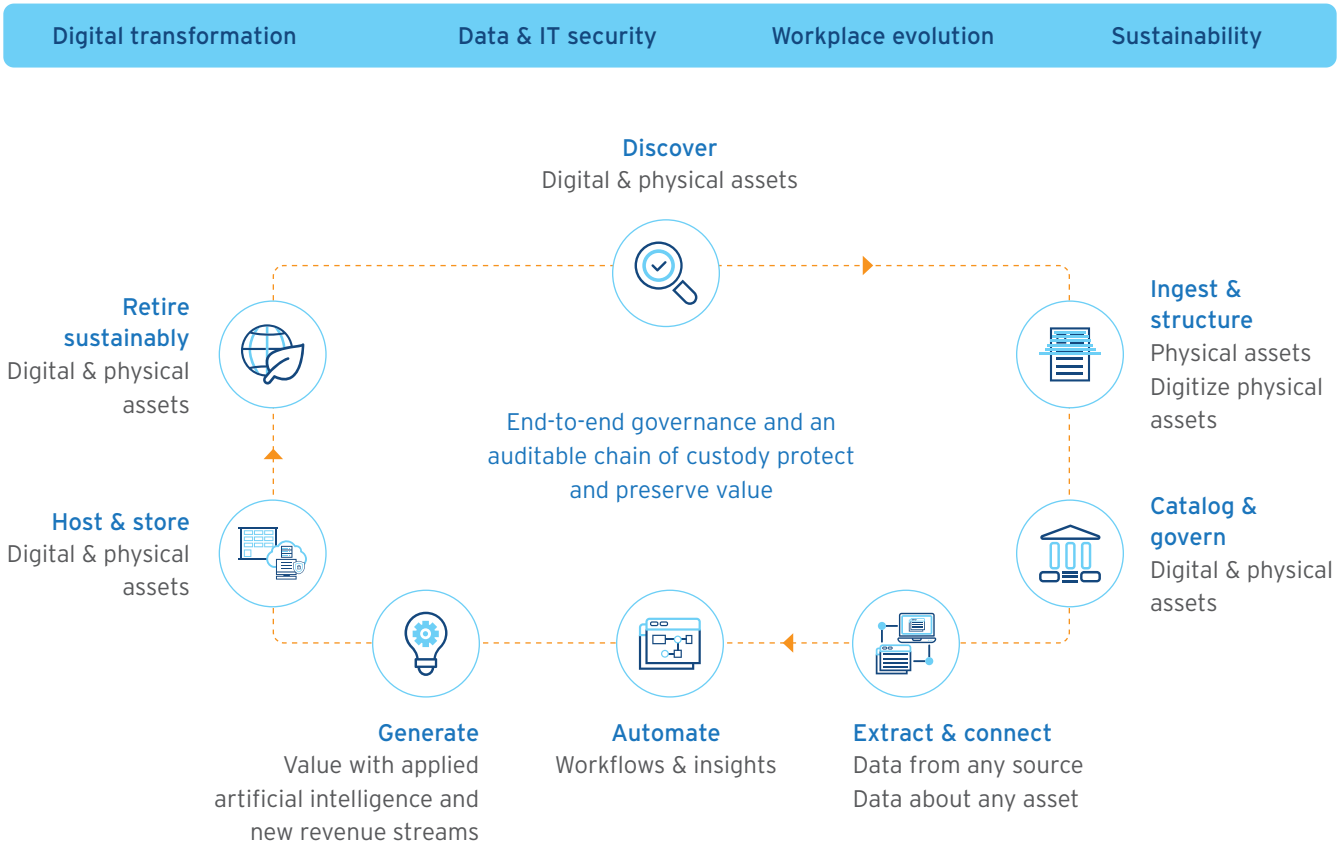
They must leverage insights from all their relevant data—including data from and about physical assets—to enable informed decisions and real-time automation of operations and workflows. Achieving these objectives requires consolidating data that dwells in silos; ensuring its authenticity, accuracy, and governance; and democratizing user access to it in compliance with policy.

Finally, they must accomplish these goals while safeguarding assets and reputation from internal and external threats, including physical disasters, cybercrime, expectations about environmental and social responsibilities, and shifts in their markets.

A **unified asset strategy** helps organizations optimize data-driven efficiency and innovation by laying a broad and deep foundation for digital transformation, operational efficiency, and sustainability initiatives. When implemented, the strategy enables secure registration, intake, governance, compliance, curation, preservation, and controlled access for the lifecycle of data and registered physical assets. It empowers organizations with a source of truth for enhancing data and monetizing registered assets and ensures responsible retirement of assets at their end of life.

How a unified asset strategy works

A unified asset strategy considers the value and challenges in optimizing physical and digital assets and connecting them over time in an ever-changing environment. In practice, the strategy enables customers to have assets of any kind protected and prepared for value extraction, preservation, and storage as required.



Digital and physical assets can be discovered, ingested, and registered.

Paper assets can be converted to digital assets via scanning services, while digital assets can be ingested from backups of documents on tape or other media, or via application programming interfaces (APIs) from hosters or other providers, and so on. Other physical assets can be machine- or AI-discovered and programmatically identified with metadata.

Auditable chain-of-custody processes can protect physical assets, which are registered digitally.

Digital representations of physical assets could one day be enabled in 3D and metaverse virtual spaces and certified authentic through tokenization.

Assets can be processed and indexed through AI models that transform text into data and extract information from documents.

This data, accessible to authorized individual users, also could be accessed via APIs to be put to work in an array of data-driven use cases developed by software vendors and solution integrators.

Governance and privacy-first policy management rules can map personal information and processes and enable automation and transformation.

This capability should be enforced through rules-based management, data isolation, and air-gapped secure storage. Considerations should include specifying decision rights and creating appropriate behaviors in retention, privacy, content classification, metadata application, policy and program assessment, development, and enhancement.

Business value can be generated from digital assets stored in any environment.

In public or private clouds or traditional data center environments, assets should be accessible via application programming interfaces.

Assets can be securely stored and readily accessible and can be sustainably disposed of, sold into a reuse marketplace, or recycled.

This includes tiered cloud storage for media archives, movie props, and the like; retrieval of data, paper records, or physical assets; and destruction and component reuse with a focus on privacy and sustainability.

Unlike traditional digital asset management and physical asset management software, a unified asset strategy is a holistic, systematic framework for optimizing the value of any asset—digital or physical—to advance digital transformation, operational excellence, and sustainability outcomes.

Enterprise leaders' reactions to the unified asset strategy vision

Enterprise leaders were briefed on the unified asset strategy vision by Vanson Bourne using examples tailored to their industry. The briefings were similar. Following is the most commonly used version:

> "Imagine that an external organization could securely transport physical documents such as mail, contracts, videos, photographs, slides, films, media, or other objects your enterprise needs to preserve to locations where they could safely store them for as long as you require.
>
> They could also create, store, and protect a digital version of these assets and catalog them using metadata, which is data they generate about the digitized asset. You could use the metadata to govern the access and lifecycle of both the physical and digital versions. In addition, this company could store and protect digital-native data and create correlations between all these types of assets. This company can help you connect the metadata about these physical objects to other data from other systems, automate workflows for handling assets, and prepare to use analytics and artificial intelligence to gain further insights from the data or otherwise elevate the value of your data.
>
> Then, if or when digital data or physical assets need to be retired, this organization would manage this process in a secure and environmentally responsible way. From beginning to end, the organization provides governance capabilities and an auditable chain of custody for the assets."

This is the unified asset strategy vision.

After hearing the description, participants were asked by researchers to share their reactions. In summary, "perceptions around the concept center on its abilities to address challenges with asset management and accelerate digital transformation and resiliency for respondents' organizations across a range of industries. Leaders from media and entertainment and insurance organizations saw the concepts' cutting-edge ideas and how it would help them to formulate a strategy and focus on winning new clients and customers." [20]

[20] "Digital Transformation and Asset Strategy Research." Conducted by Vanson Bourne. Sponsored by Iron Mountain. December 2022.

Following are representative comments from research participants.[21]

"Well, what it would do is, it would relieve us of those different responsibilities, so that we could focus on other things that are more important to help us intensify revenue, so that we're not dealing with this administrative aspect of it."

Senior Manager
Media & Entertainment, US

"It could solve a large part of the barriers we have. An example of that could be that physical or digital assets are in different places and sometimes if you want to share them, access is not as quick or easy as you would like."

Director of Product Development
Media & Entertainment, Mexico

"It would greatly improve our efficiency and make our jobs more convenient."

HR Data Manager
Healthcare, Malaysia

"One is its timeliness, and the other is digitisation. These two things are convenient, which will make our work easier and faster."

Director of Purchasing
Healthcare, China

The example responses that follow center on the concept's capabilities to accelerate digital transformation and resiliency for respondents' organizations.[21]

"I think it's very cutting edge; it's a highly state of the art proposal.... What this does is, it gets the creative juices flowing in my head; it makes me want to learn more and reach out and learn more about it, to look at some different use cases and study it more."

Senior Manager
Media & Entertainment, US

"I think because digital transformation is an ongoing journey, this is a place to really start that journey. This is a chance to get some of your company's physical assets and digital assets organized and formulate a strategy on how your different business departments can use this hub."

Senior Finance Manager
Insurance, US

"We want to be a truly international company and worldwide. So instead of dealing with this, we could focus more on winning new clients around the world, so that we're not just in Canada and then we could be everywhere. We want to be the biggest and the best."

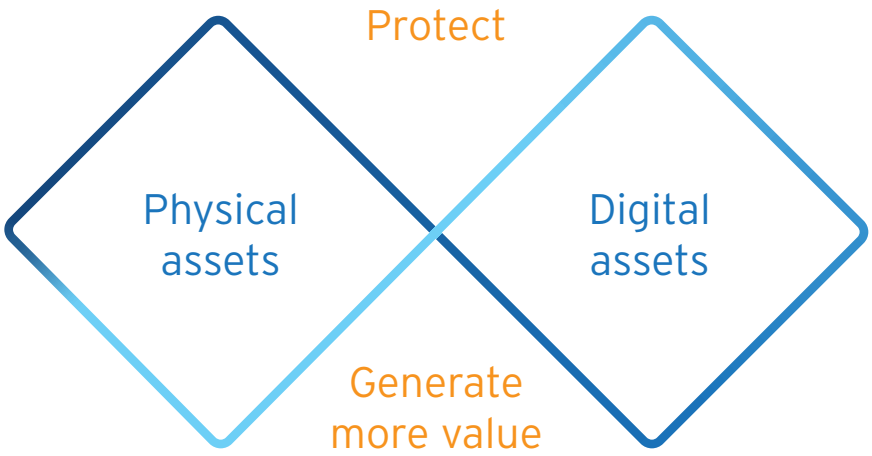
Senior Manager
Media & Entertainment, Canada

[21] "Digital Transformation and Asset Strategy Research." Conducted by Vanson Bourne. Sponsored by Iron Mountain. December 2022.

The mandate for a unified asset strategy

Adopting a unified asset strategy simultaneously protects and maximizes the value of digital and physical assets while addressing challenges—from massive growth in data to cyber attacks and skill and staffing shortages.

Whether organizations are lagging along the transformation adoption curve or leading in areas such as AI-driven automation, generative AI, and immersive experiences, a unified asset strategy can help to address the challenges of data management, curation, and access for analytics and AI applications across multi-cloud environments. It reduces security and privacy risk and prepares enterprises for opportunities everywhere, from the mailroom to the metaverse.



A unified asset strategy leverages a combination of data, software, and services so that organizations are poised to innovate—whatever opportunities or disruptions may come in the months and years ahead. Enterprises implementing the strategy will be better prepared to expedite projects that drive revenue growth, increase operational efficiency, protect privacy, enhance security, and achieve corporate sustainability goals.

Building a **unified asset strategy** with Iron Mountain

Iron Mountain is set apart from other providers by our broad capabilities to manage the chain of custody from the moment we receive a piece of data or a physical asset, all the way through to the sustainable retirement or reintroduction of those assets. We can intake, govern, and store digital and physical assets at scale while expanding the value of data using state-of-the-art metadata creation and enhancement. We can help customers understand, mitigate, and transform their information compliance risk. These differentiators form the core of our comprehensive unified asset strategy vision on which we're building more capabilities and streamlining the customer experience.

To get started building your unified asset strategy, visit **IronMountain.com**

About the persona and concept research sponsored by Iron Mountain

Vanson Bourne interviewed 25 senior decision-makers in a range of roles from IT to operations, data and information management, finance, compliance and governance, facilities management, and more.

The interviews took place in North America, South America, UK, Europe, Asia, and Australia in October-November 2022 in the following industries: banking and financial, healthcare, media and entertainment, insurance, and the public sector.

Quadrant Strategies conducted 24 in-depth Interviews in the U.S. with C-suite leaders and their direct reports working in the healthcare, financial services, and insurance industries in October-November 2022. These included decision-makers in the following roles: Operations, IT, Regulatory, and Data.

About Vanson Bourne

Vanson Bourne is an independent specialist in market research for the technology sector. Their reputation for robust and credible research-based analysis is founded upon rigorous research principles and their ability to seek the opinions of senior decision-makers across technical and business functions, in all business sectors and all major markets.

For more information, visit VansonBourne.com.

About Quadrant Strategies

Quadrant Strategies is a research and strategy consultancy that helps the world's most prominent companies build world-class brands and navigate their most pressing challenges. They do this using carefully crafted research to create the strategy and tactics for companies to use to communicate with the people they care about in an authentic way.

For more information, visit QuadrantStrategies.com.