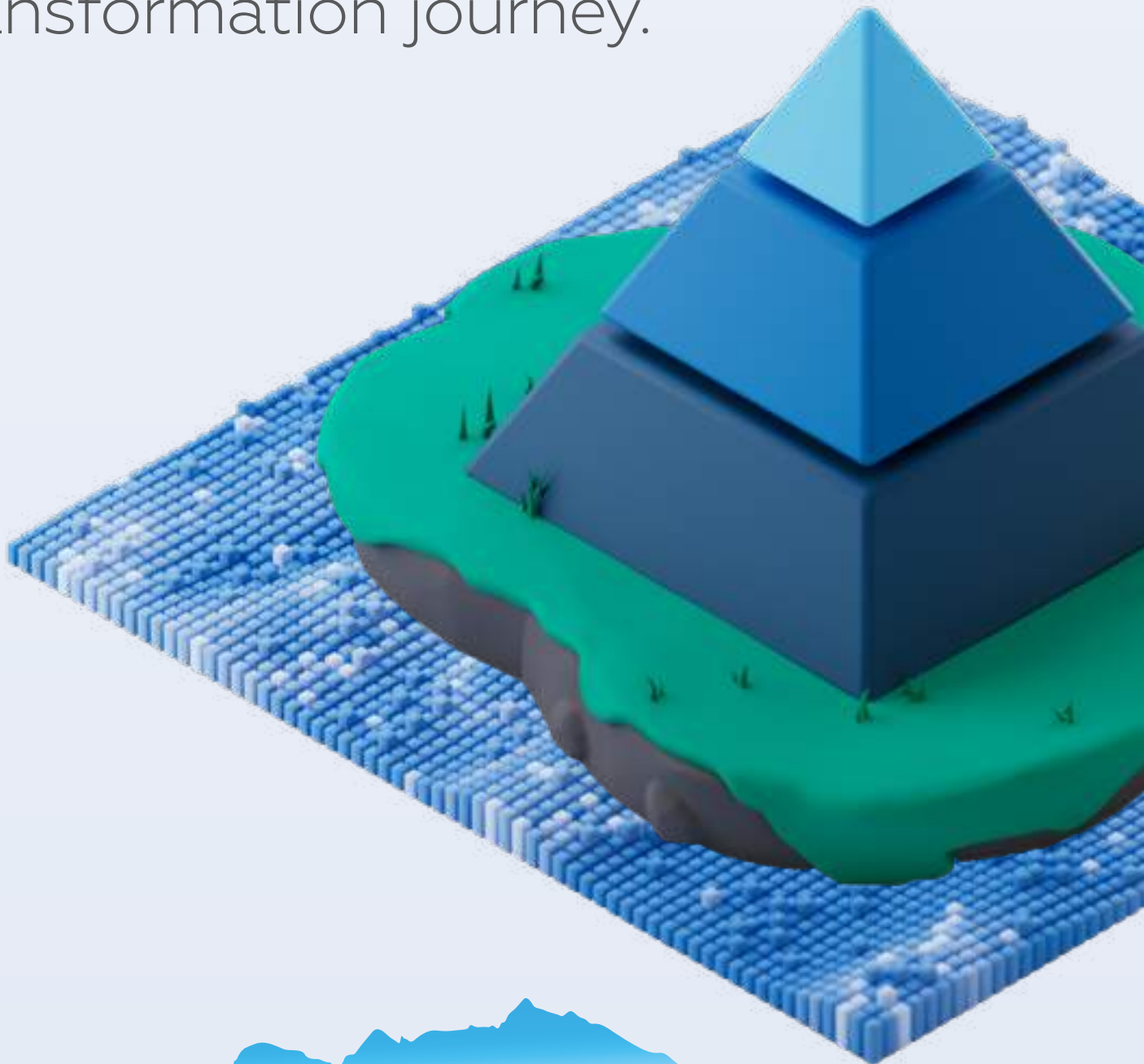




From today to future-ready:  
How to navigate your information  
transformation journey.



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# Information is one of your organisation's most valuable assets

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Information drives every decision you make in business, that's why it's one of your most valuable assets. The information you have and how you use it to drive growth and innovation allows your organisation to differentiate itself from competitors and stand out in the market.

Today's organisations must navigate an ocean of growing data and information. As businesses adopt a digital-first model to stay relevant and competitive, the information management challenge comes more sharply into focus and throws up several concerns.

Organisations are finding accessibility and storage of that information to be an ongoing challenge. And the problem is not confined to individual business units. This is an organisation-wide challenge that impacts every decision, every day.

For more than 70 years, Iron Mountain has partnered with businesses to care for their information and assets. We're the company that protects your data and unlocks its value. Over that time, we've observed that the high costs and extensive resources involved in storing and managing their data - physical and digital - is a key concern. Organisations are grappling with constantly changing regulatory requirements across multiple jurisdictions and the ever-growing risk of data breaches.

Leaders are also keen to automate functions, improve efficiencies, and make their valuable information and data more accessible to their entire workforce no matter where they are.

And of course, much like us, all these organisations are seeking more sustainable ways to manage and store their data. It's important to them, it's important to their customers and their shareholders.

Many businesses say it's a complex and overwhelming task, and they don't know where to start. So, what is the organisation-wide solution to managing your company's valuable information in a digital-first economy?

## Information transformation.

Let us explain how it works.



### Common information and data challenges for organisations

#### Risks

- Rapidly evolving cyber security risks
- Increasing regulatory and compliance requirements
- Regulatory risk of holding onto unnecessary data

#### Logistical

- Data management teams overwhelmed by the volume of data to be archived and the associated workflow mapping

#### Environmental

- Concerns about the environmental impact of data storage methods

#### Financial

- Large amounts of information and siloed data, in mixed formats, stored in complex, ageing systems makes it difficult to access and costly to manage

# Information transformation, what is it?

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Information transformation is the term we apply to a clearly defined, logical process of classifying, organising, securing, digitising and automating information and data across your organisation.

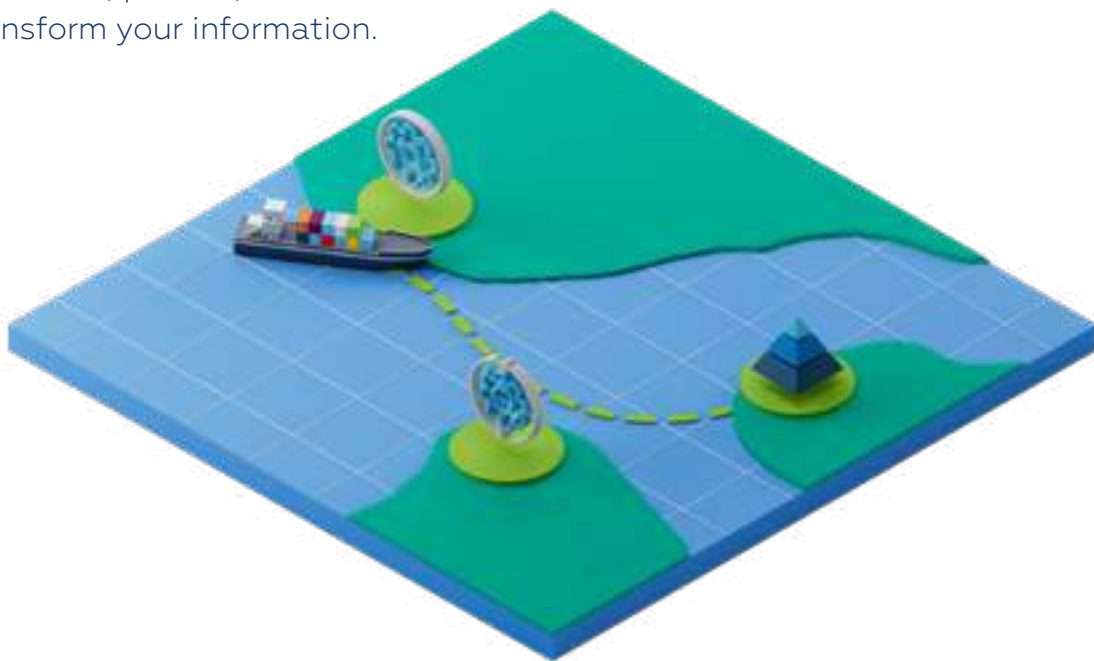
This process of transformation not only brings together all your information repositories into one centralised framework for a more organised and secure operating environment, it also unlocks previously unseen value in your data and new efficiencies that can transform your business.

Many organisations have large amounts of legacy information and duplicated data that is stored in complex and ageing systems. Their people, often distributed across the globe, can't access the vast treasure of company information because outdated systems don't talk to each other.

That process will guide you to assess, unlock, protect, automate and transform your information.

We have developed a methodology that can bridge the gap between the physical and digital assets across your organisation. That process will guide you to assess, unlock, protect, automate and transform your information. This enables your organisation to extract value from that information and enhance efficiency, security and access, which in turn drives business growth and resilience.

You may have had past success with workarounds and patchwork solutions. We may have even helped you build them. But as the amount of information your organisation generates continues to grow, those workarounds are not enough to stay relevant and competitive. An all-encompassing information transformation is required.



# Your road to transformation with the Maturity Model

Many organisations, regardless of size or level of sophistication, believe they're appropriately managing their information and data.

However, our experience shows that some areas often go unaddressed when leaders look to tackle this initiative. To manage those gaps, we've developed a clear and proven model within the information transformation process to help you on your journey to deliver information transformation.

The Maturity Model comprises three distinct stages that will help your team clarify where you are on your journey, what changes have already been made and what's left to do to meet the needs of your digital-first business.

You may be further advanced in Stage 2 than Stage 1 -- whatever your circumstances, this model will help you uncover and fill the gaps.

This process of gaining clarity on your organisation's maturity level helps your team determine what else needs to be done to achieve your information transformation.

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## Business information transformation

Automation means you can start making better decisions by unlocking insights and identifying patterns in this data.

2

## Business information optimisation

With your business-critical data/information in order, you can start to make great efficiencies and saving through automation. Automation can help you create new workflow and processes.

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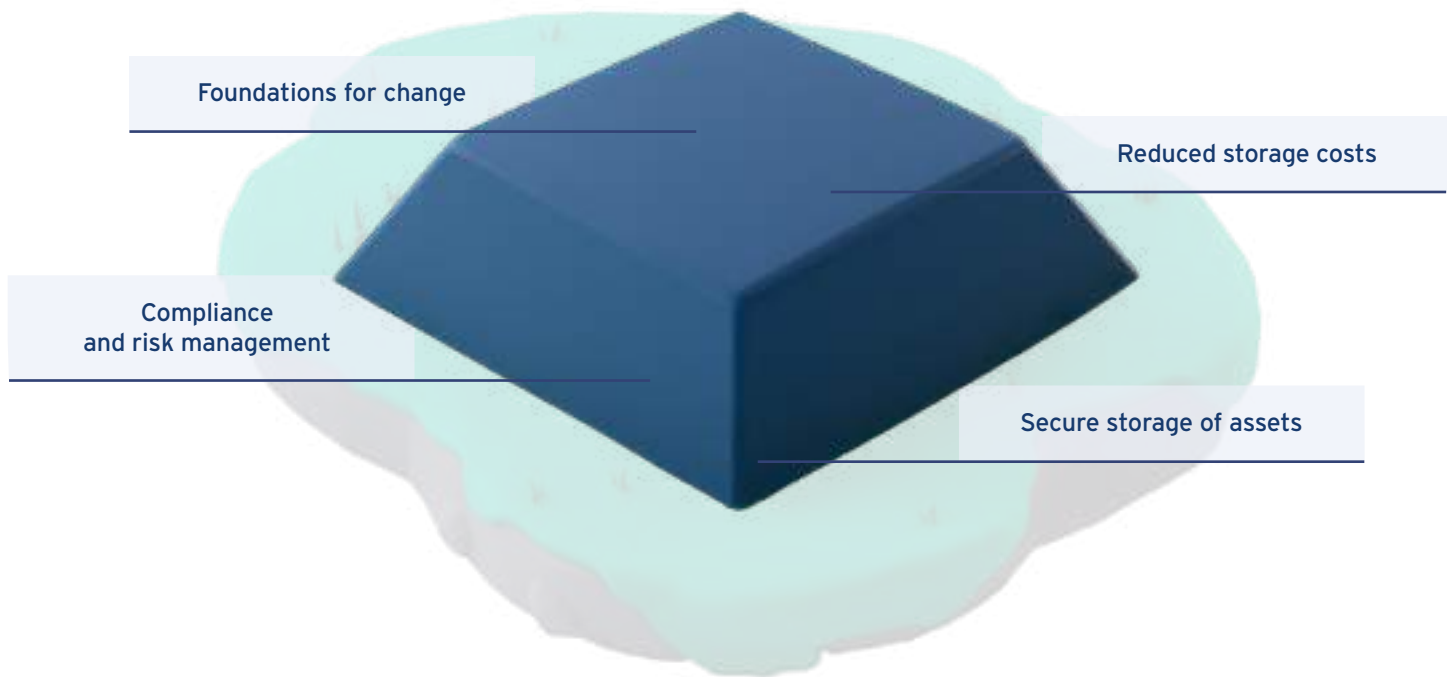
## Business critical information management

Know what data your business has, reduce storage, meet compliance obligations, secure your assets and set the foundations for change.

## ◆ Stage 1

# Business-critical information management

Think of this as the intelligence gathering part of your information transformation process. It's when we can assess the different types of data and information your organisation has and how it's managed.



Depending on the number of systems your organisation uses, this can be a time-consuming and meticulous task but is a critical foundation to modernising your information management.

Your answers to these questions and more will inform the process of transferring your information and data into a centralised and organised management framework.



Some questions you could ask include:

- > **How and where** is information stored?
- > **Does** my organisation still need it, or is it taking up unnecessary space and resources? Can it be digitised?
- > **How** are compliance and regulatory obligations managed?
- > **Are** sensitive files such as customer financial records secured?
- > **How** does my organisation manage the transition, storage and disposal of unused or outdated IT assets and files?

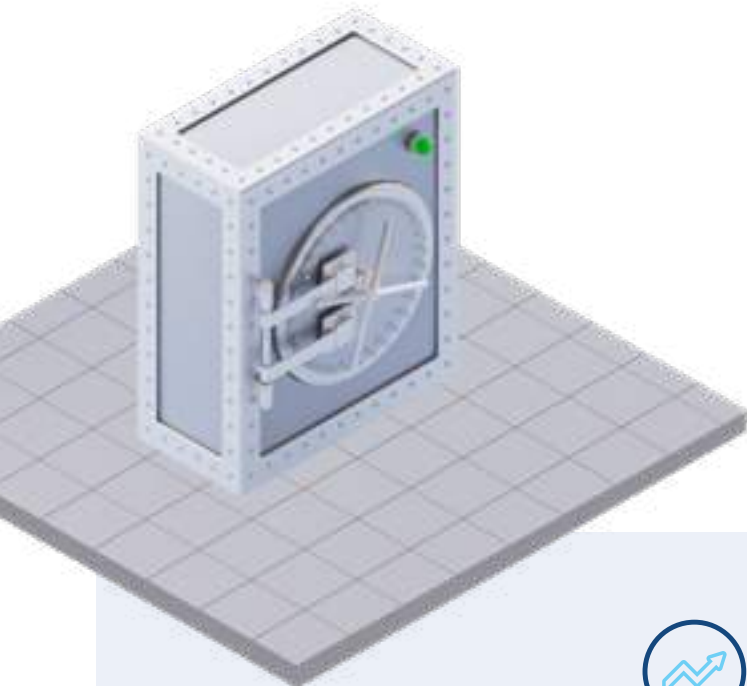
### Why is it important?

Having an overall picture of your information management processes and storage is critical to your digital-first business strategy. You can't make good business decisions if you don't know what you have in your data and information inventory.

Establishing a secure, centralised and accessible information management framework will help your organisation meet its current business needs as well as future requirements. Rather than searching multiple repositories and systems that house data in a myriad of formats, your teams can access a single source of truth.

This process also protects your organisation from internal and external risks. The mere act of cleaning your information inventories improves the integrity of all your data. It's important to identify what information you hold that should stay on paper, what should be digitised and what should be defensibly destroyed. Organisations need retention schedules in place based on legal, regulatory and operations requirements for their industry.

A transparent and enforced policy of deleting redundant or legacy customer data is critical to maintaining trust and mitigating the impact of cyber-attacks.



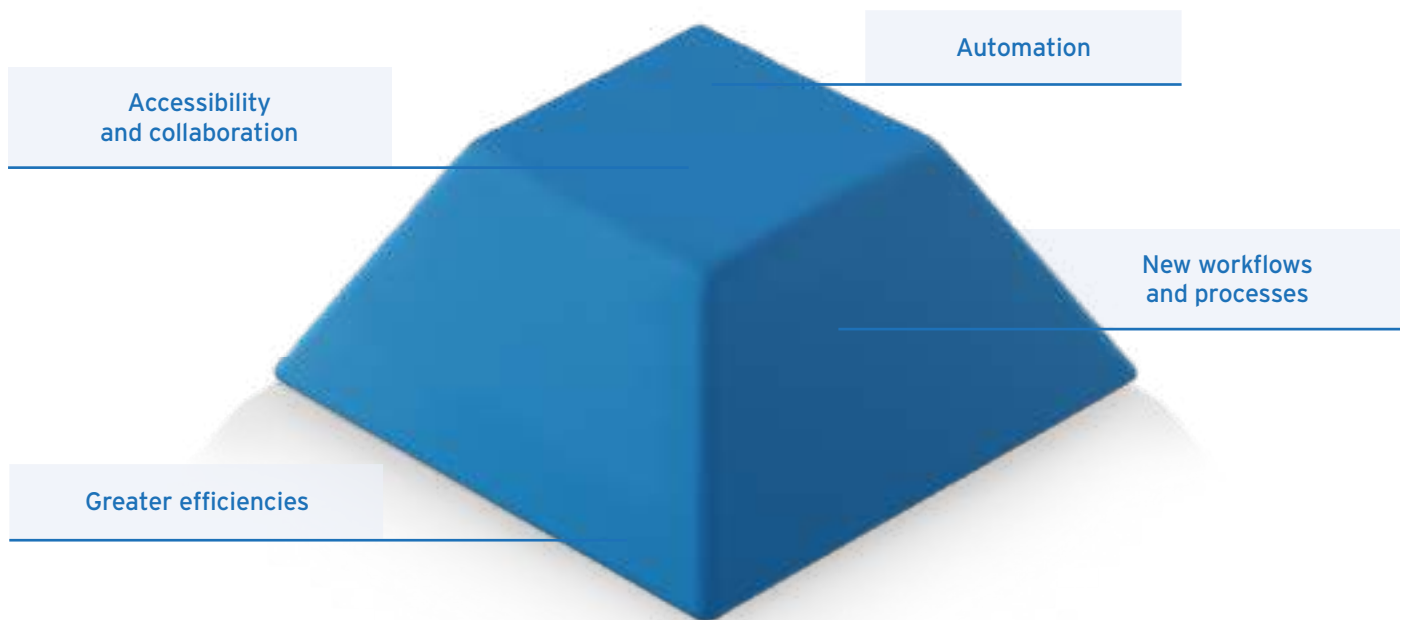
### Key benefits

- > **An easily accessed, more useful information management framework** allows your team to make more informed decisions across all facets of your business.
- > **Creating the parameters for automation** which will improve compliance and risk management for every piece of information you hold, across company and personal devices.
- > **Increase customer satisfaction** by demonstrating secure storage of their sensitive information.
- > **Manage physical storage** and redundant real-estate costs.
- > **More robust and secure information** and data management practices accessed by dispersed teams on company and personal devices.

## ◆ Stage 2

# Business information optimisation

With your business-critical data and information now visible and centralised, your team can optimise all that information. This is where you're opening doors.



You can do this a few ways. Firstly, through automation. Automation can help your organisation create new and more efficient workflows and processes which boost productivity. It helps reduce human error or key person risk in areas such as changing regulations pertaining to data management - automating these processes ensures your organisation will always meet its compliance obligations.

A centralised framework also allows your entire workforce to access, view and use your valuable information and systems from anywhere. This means no matter where they are or what function they perform, they can do their job more meaningfully, more efficiently and more cost-effectively. This unlocks a whole world of value for your organisation.

### Why is it important?

Optimising this new information management framework your organisation has put in place is critical to your digital-first business model.

It allows your team to access documents from different locations, such as other cloud repositories, enterprise content management systems (ECMs) and file shares. This increases collaboration and workflow for document-centric processes by removing barriers and goes a long way to improving productivity.

It also addresses a concern raised by 60% of our clients who believe their organisation needs to improve employee engagement and information sharing between functions, teams and external partners\*.

Another key optimisation at this stage of the transformation journey is to better manage duplicate records. These create not only inefficiencies for your team but also risk. Duplication is an ongoing bi-product of doing business and requires constant attention.



#### Key benefits

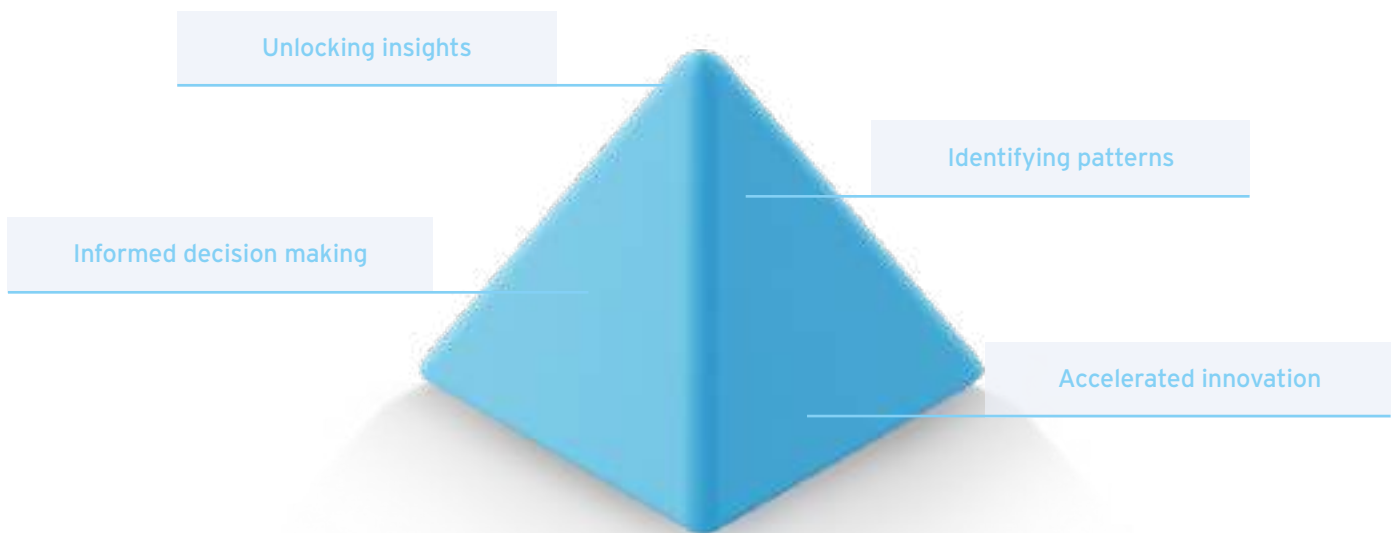
- > **Transferring physical data** into a well-organised and unified digital asset framework unlocks valuable insights from that data through automation.
- > **Develop automated workflows** based on key metadata, enabling streamlined document routing, reviews and more informed decision making.
- > **Meet the needs of today's remote and dispersed workforce** by giving employees access to information and data from anywhere.
- > **Improve accessibility to company data**, ensuring employees can make better-informed decisions across the board.
- > **Improve efficiency** by automating administrative tasks and eliminating bottlenecks, making your business faster and more agile.
- > **Better manage compliance obligations** by automating regulatory reporting and mandatory deletion of expired assets.
- > **Improve collaboration** between teams and streamline workflows.
- > **Improve employee effectiveness** by removing labour-intensive administrative tasks to focus instead on more high-value work.
- > **Improve management** of duplicated data and information across systems and devices.
- > **Improve compliance** by more easily and rapidly responding to litigation or audits.
- > **Create efficiencies** by reducing the instance of duplicated data and information.

## ◆ Stage 3

# Business information transformation

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This is the final step in your organisation's information transformation and is the time when you can realise the value of stages 1 and 2.



Now that you've identified what to keep, digitised what you need, defined where to ingest and capture data, and begun to automate manual processes, you can take a closer look at your business data and uncover its true value.

Using a Digital Experience Platform (DXP) with intelligent document processing and content management, you can bring together both physical and digital information.

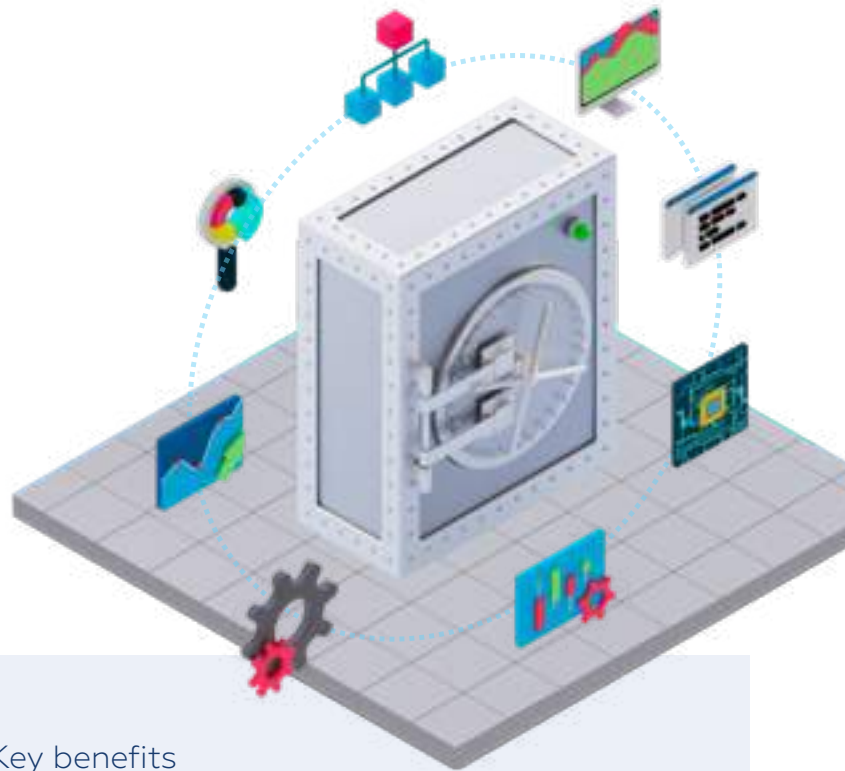
Using a Digital Experience Platform (DXP) with intelligent document processing and content management, you can bring together both physical and digital information. This platform extracts important details and streamlines document-related tasks. This means your organisation can access relevant information faster and gain powerful insights for better business decisions. Insights that can deepen your understanding of your customers, for example, or highlight a new business opportunity.

### Why is it important?

This is when the potential of your organisation's vast swathes of information and data comes into view. It's an opportunity to leverage the hard work of stages 1 and 2 and use your new information management framework to do things the organisation has always wanted to do, hasn't been able to do, and didn't know it could do.

An organisation's information is an untapped source of value. It can identify synergies and pain points, provide previously unknown customer information and market insights, unlock opportunities for new products and services and inform on the value of existing products and services.

This is the moment that your information transformation truly informs and strengthens your organisation's digital-first strategy, allowing you to scale your systems, adapt faster than your competitors and remain resilient in changing market conditions.



### Key benefits

- > **Uncover new revenue streams**  
you may not have considered before.
- > **Improved data visualisation:**  
by aggregating and visually connecting your data through dashboards on a single platform, gain powerful insights to make more informed business decisions.
- > **Improved ratios of signal-to-noise**  
from your data, reducing the 'noise' that can cloud your data sets and hide valuable insights.
- > **Aggregated and categorised information**  
helps your team better understand your business, act on insights, and make more informed decisions.
- > **Enable innovation**  
across the organisation by placing the power of your information and data in the hands of your employees.
- > **Improved visibility**  
broadens the scope for analytics.

# Avoid repeating the past – the value of an up-to-date retention policy

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As technology continues to advance and more data is created, it's imperative to ensure the continuity of your efforts by maintaining good data hygiene for long-term success and resilience.

Once you've reached the third stage of information maturity, the focus shifts to repeating the process. This means implementing a well-planned records retention schedule to avoid mistakes of the past.

A records retention schedule defines an organisation's legal, operational, and compliance recordkeeping requirements, regardless of format. It helps guide employees on how long to keep records for legal and operational purposes and when it's time to securely dispose of them.

## With a robust retention schedule, you will:

- > **Control** the unrestrained volume of records growth.
- > **Demonstrate** compliance with statutory and regulatory recordkeeping requirements.
- > **Improve** the ability to locate and retrieve information.
- > **Reduce** litigation risks.

Retention schedules are a necessary element of information transformation. They exist to ensure your journey remains on track and compliant, both now and in the future. Consider it your long-term information transformation management blueprint.

## There are a few ways to execute your retention schedule. You can:

- > **Manually track and record** your information (in a spreadsheet, for example) and distribute the policy via email.
- > **Use a third-party platform** that automates the more laborious processes.
- > **Use automation** to attach rules to applications or records using metadata.

A records retention schedule defines an organisation's legal, operational, and compliance recordkeeping requirements, regardless of format.

As technology continues to evolve, industry and legislative regulations respond in kind and often impose stricter rules on how businesses manage their information.

Organised, accessible data makes compliance easier to achieve and mitigates the risk of incurring multi-million-dollar fines. Modern data storage compliance is a critical element in the long-term vitality of your digital-first business.

# Protect your investment in information transformation

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The volume of data and information managed by organisations of all sizes, across all industries, and in every market around the world is staggering.

It shapes and reshapes the employee and customer experience, and all businesses must be alert and respond, especially in an increasingly risky environment for privacy and data.

The question is not whether your organisation needs an information transformation, but rather how and when you start your journey.

By the end of your journey, you will have inventoried your backlog of paper records and put governance around your digitised and digitally born data and information. You will have automated key workflows and started unlocking insights from your information.

This guide can steer the conversation and planning in your organisation.



**When you're ready to embark on your information transformation** get in touch to see how else Iron Mountain can help unlock the real value in your organisation.

[Visit our website to find out more >>](#)

## Sources

\*Research by Economist Impact, sponsored by Iron Mountain, conducted in January and February 2022

\*\*Survey of Records and Information Management Professionals, conducted via a third-party provider, April 2022



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