

DIGITAL TRANSFORMATION: A ROADMAP TO THE FUTURE



Digital transformation sits atop the list of priorities for most Canadian organizations. Successful digital transformation requires the rethinking and improvement of processes and procedures across the whole enterprise. While several forward-thinking Canadian organizations are successfully undergoing digital transformation today, a late 2018 IDC¹ survey indicated that the majority of mid-market organizations are in the early stages of digital transformation.

MODEST PROGRESS ON DIGITAL TRANSFORMATION: Majority of mid-market organizations are embarking on a DX journey but nearly two-thirds are still in the planning and consideration stages.

QD01: Which statement best describes your organization's current position on Digital Transformation (DX)?



¹Source: IDC Canada, BiTAP n3 Survey 2018

"I WOULD SAY DIGITAL TRANSFORMATION IS SIGNIFICANTLY CONTRIBUTING IN SUPPORTING OUR BUSINESS STRATEGY AGAINST CYBER SECURITY AND DATA BREACHES."

- VP, Finance

DRIVERS FOR DIGITAL TRANSFORMATION

Iron Mountain's own 2019 Digital Transformation survey, in collaboration with IDC, identified key potential drivers that organizations, regardless of industry, pointed to as the reason for pursuing digital transformation. However, the prioritization given to each one varied – often depending on industry.

Mitigate Risk

While the specific motivators differed slightly from industry to industry, every surveyed industry indicated that securing private and business-critical information against information loss – be it from fraud, cyberattacks, malware, ransomware or unexpected disaster – and complying with regulatory requirements was a key driver behind digital transformation.

Contain Cost and Increase Efficiencies

Inefficiency is expensive—both at a macro (operational efficiency) and micro-level (process and workflow). Survey respondents indicated that digital transformation provides a unique opportunity to reconfigure, automate and optimize key business processes in order to increase efficiency and reduce costs arising from inefficient and/or manual ways of working.

Extract Value from Information

Insights derived from data can identify a range of potential opportunities and inform strategic decision-making, including enhancing productivity and efficiency, optimizing workflows and processes, improving customer

experience (i.e. personalization, improved customer response times, increased engagement), and the identification of new products, services and revenue streams. Survey respondents agreed digital transformation provides an opportunity to automatically classify, extract and enrich data for these purposes and ultimately apply intelligence from their data.

CHALLENGES TO DIGITAL TRANSFORMATION

As was the case with the key drivers, our survey results found the challenges to digital transformation remained consistent across industries. Unsurprisingly, they were all rooted in data—or, more specifically, the proliferation of it and the subsequent need to automate the management and governance of it. Essentially, in order to effectively accelerate their digital transformation, these organizations found that they must first manage, organize, centralize, govern and make accessible their data.

As to what specifically is challenging about data, according to the survey respondents, those fall into the following three broad categories.

Volume

Data volumes have grown, and continue to grow, at an exponential rate. But the challenge isn't so much in the sheer amount – although that is a consideration – but in the complexity that comes with a variety of sources, types and structures of data.

Unstructured data – that is data that is born digitally like e-mail messages, business documents, videos, photos, webpages, social media, Internet of Things (IoT), etc. – has exploded in recent years. Structured data is growing as well. And physical data, your run-of-the-mill paper documents and records, is still prevalent and part of the everyday reality of the workplace. Organizations indicated that integration, access and retention are significant challenges when it comes to working across such volumes and varieties of data.

Security

As data volumes continue to grow, so do the challenges of securing it, for a number of reasons. First, a variety of data sources means a variety of potential entry points and vulnerabilities for cyberattacks. Second, with so much data, the potential for unauthorized

access, even from employees within the organization, increases significantly. And third, without the means to organize and make data accessible to whom it should be while ensuring you have gained permission to distribute PII, the ability to comply to data and privacy regulations becomes difficult to address – and even harder to prove.

Extracting Value

Data is a powerful tool in providing insights and intelligence for strategic decision-making purposes. It's also useless if not effectively amalgamated and organized in a way that makes data extraction possible. Survey respondents indicated organizing and enriching data as a key challenge for digital transformation.

“THE NEED FOR THE PROPER MANAGEMENT AND THE ORGANIZATION OF DATA IS QUITE A COMPLEX TASK AND REQUIRES A LOT OF EXPERTISE AND PRO-ACTIVENESS TO HANDLE IT PROPERLY. THERE IS A MULTITUDE OF CHALLENGES ASSOCIATED AROUND THIS WITH THE SECURITY CONCERN BEING AT THE TOP”

- CIO Healthcare



TRANSFORMATIVE SOLUTIONS FOR A DIGITAL AGE

There is no perfect pathway to digital enlightenment - each organization approaches the challenge of how to work more digitally from a different perspective. Wherever your organization may be on the long road to true digital maturity, Iron Mountain has the solutions, technology and expertise necessary to help you evolve further.

Click a circle below to learn more.



SOLVE: DIGITAL SOLUTIONS

SC Document Imaging/Scanning
Configurable and flexible solutions built around your organization's needs and the way you work.

> Day Forward Scanning

Scan, index and convert your paper documents when they are produced or received in the normal course of business.

> Backfile Scanning

Quickly convert legacy paper records to digital files, prioritizing conversion by your specific needs.

ST Digital Storage
Iron Mountain Insight® Essential Edition enables you to take the first step on your digital transformation journey by providing a subscription solution that combines scanning of physical documents and digital storage in a secure cloud repository. You have the option to ingest documents from other digital repositories.

EVOLVE: INFORMATION GOVERNANCE (IG)

WA Workflow Automation
Capitalize on digitization by making processes more effective and efficient. Increase accuracy and reduce administrative burden by automating back office workflows including human resources, contracts management and accounts payable/receivable.

AS Advisory Services
The most experienced IG consultancy in the industry will help you optimize retention, privacy, compliance, content classification and risk management practices. You can even have your own IG experts placed in your organization for short- or long-term projects.

PC Policy Center Solution
Manage your compliance responsibilities with a legally defensible and always current retention schedule. Through an intuitive web-based dashboard, you can easily demonstrate compliance with current regulations, make edits to record classes and share the policy to drive compliance across the organization.

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