

EXTRACT MORE VALUE FROM YOUR LINE OF BUSINESS CONTENT

Intelligent Content Services Accelerate
Business Transformation Benefits

RUNNING A SMARTER BUSINESS

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EACH LINE OF BUSINESS (LOB) COLLECTS AND USES INFORMATION CRITICAL TO ITS SUCCESS

Companies we all know are leveraging artificial intelligence (AI) and machine learning (ML) to pull more value from information generated in different LOBs across their organizations. Amazon helps consumers shop easier and smarter. Google enables doctors to find diseases faster.

The business community as a whole is learning that the early application of intelligent content services can extend cost savings, reduce risk, and, in some cases, uncover revenue-generating opportunities within LOBs – and all across your organization.

By leveraging AI and ML technologies, intelligent content services can automate the extraction and integration of the right information into business processes, serving up data-derived insights to the right people at the right time.

Whether you are responsible for a specific LOB or have cross-organizational responsibilities at the C-level, learn how intelligent content services can deliver strategic and operational benefits at the LOB level and for your organization as a whole. Find the opportunities hidden in your business information.

HOW MUCH VALUE ARE YOU EXTRACTING NOW?

“To scale efficiently and effectively, companies must reengineer content-centric business processes. Customer experience and employee experience are top objectives for transforming these processes. However, almost half have not progressed beyond digital versions of manual, paper-based workflows.”

– Mind the Gap on your DX Journey, IDC, Dec 2019.

Valuable information flows through and around the functional lines of any business. If yours is like most businesses, you may be putting more resources into capturing, storing, and moving information around rather than extracting value from it. Using this untapped information can aid in automating, streamlining, and triggering new, more productive, or revenue-generating activities.

Heads of LOBs would like to flip this dynamic and drive more top-line revenue, cost efficiencies, and the reduction of risk through the timely application of knowledge.

The same is true for those with the cross-LOB responsibilities of the C-suite, especially COOs, CIOs/CTOs, CCOs, and CAOs. Helping LOB heads use information more effectively and efficiently brings business benefits to these enterprise-wide roles as well.

We all know that the digitization of paper documents (business forms, contracts, correspondence, M&A documentation, etc.) has long been proven to:

- › Reduce the cost of physical storage and maintenance
- › Make information more available when and where it's needed
- › Reduce the risk of human error and bias from manual processes

PAPER STILL PLAYS A KEY ROLE

However, we also know, as IDC reports in [Mind the Gap on your DX Journey](#), that “Paper still plays a key role. Thirty-two percent of all documents used each day are paper versus an electronic format. Paper is perceived as being more secure and/or compliant.” Regarding the companies queried in IDC’s study, “almost half have not progressed beyond digital versions of manual, paper-based workflows.”

FUNCTIONAL LINES OF BUSINESS THAT GENERATE AND USE INFORMATION



ENTERPRISE-WIDE ROLES AND GOALS

<p>Operations</p>	<p>Drive top-line revenue and efficiencies through knowledge and reduction of risk.</p>
<p>IT</p>	<p>Ensure SLA delivery for IT infrastructure and Dev/Ops. Make the information available to LOBs. Accelerate time to value of information through the use of advanced technologies that cover all information sources.</p>
<p>Security</p>	<p>Proactively understand to the compliance risk profile of the organization and understand if and how policy is applied consistently.</p>
<p>Analytics</p>	<p>Provide timely information to the LOB that will impact revenue and / or the risk profile of the organization.</p>

INTELLIGENT CONTENT SERVICES PROVIDE MORE VALUE

ENTERPRISE-WIDE BENEFITS INCLUDE:

- Reduction of the risk of data breach and data loss
- Enhanced compliance posture by automating more error-prone manual workflows
- Greater agility with faster, more complete communications across lines of business
- Data-driven decisions with more accurate and timely access and analysis of data stores

To extract the full strategic value from LOB information, we need the capability to pull it from any format, regardless of where it lives. That's where intelligent content services come in.

Now, virtually any file format – including HTML forms, PDFs, EDI feeds, XML, and other document sources – can be ingested by intelligent content services and interpreted just like a piece of paper.

Intelligence can be added via metatags and categorization, which makes it easier to find and retrieve relevant information. This continues to enable the faster exchange of information within and between LOBs.

The digitization of documents and more digital data overall has highlighted the business value of better managing data, especially the need for cross-departmental exchange of information and workflows. Finding business value is more about connecting the dots across seemingly disparate bits of information, as well as, of course, making it operational.

Technologies such as artificial intelligence-based classification and machine learning allow for radical changes in how we operationalize and commercialize information. By leveraging AI/ML technology, intelligent content services can not only connect the dots to valuable information across all types of information formats, but it can also help make it operational.

Providing the right information at the right time within – and across – more LOBs can help your business realize the cost savings and competitive benefits of real business transformation. Enterprise-wide benefits include:

- > **Reduced risk of data breach and data loss**
- > **Enhanced compliance posture by automating more error-prone manual workflows**
- > **Greater agility with faster, more complete communications across LOBs**
- > **Data-driven decisions with more accurate and timely access and analysis of data stores**

Through a sampling of line of business scenarios, this eBook examines how intelligent content services can work for you.



CUSTOMER SERVICE

INTELLIGENT CONTENT SERVICES: Beyond Traditional Document Conversion

- More intelligence
- More automation
- Easier visualization
- Less time spent making information usable
- Less human error and bias
- Less resource/cost/time required to review and share

CHALLENGE

- > A high-value customer, who does business with you globally, is frustrated and threatens to take their business to your competitor.
- > The issue concerns the terms of a warranty for a specific product, bought across many regions, that is not performing properly.
- > You need to quickly find the specifics of what was purchased, when and where, and the relevant warranty coverage at the time of purchase.
- > You also need to demonstrate to the customer that you have deep knowledge of your relationship and that you value them.

WHAT CAN YOU DO TODAY?

- > Search databases for order information and relevant warranty information, in paper or digital form, covering all potential regions.
- > How many queries/trips to how many sources (structured databases, unstructured product information, paper files) will it take? And how many follow-up calls might you have to make to the customer?
- > What if there's useful information associated with the customer, say a group contract, which does not come up in your search and of which you are unaware?

APPLYING INTELLIGENT CONTENT SERVICES

- > Type in the customer name, and with one click, in near real time, see thumbnails of all the information you've got for all the products and services the customer has bought across all regions under any contract.
- > Retrieve data not just from structured databases, but also from unstructured information (including scanned paper files), previous customer service communications in emails, paper correspondence, even sales notes and social media content that provide context and color to your relationship with this customer.
- > Use dropdown menus to filter the information by a variety of parameters – product, date, type of document. If necessary, you can search for specific language, such as “warranty on product XYZ,” for example.

RESULT | A faster, well-informed customer interaction that is more likely to keep the customer spending money and referring new business. In addition, a customer service organization is alerted earlier to the same issue with other customers, enabling proactive resolution before potential impacts.



MAILROOM

MAILROOM FACTOIDS

- A significant share of invoices (72.4 percent) arrive via postal mail.¹
- Most firms (80.8 percent) still send physical payments to their suppliers.²
- In a typical mail center today, 60 to 70 percent of the labor is spent sorting incoming mail.³
- Getting the right information to the right person, in time and with context, is a problem for 75 percent of organizations.⁴

- Sources

¹ Corcentric: Payables Friction Playbook, December 2019.

² Corcentric: Payables Friction Playbook, December 2019.)

³ Mailing Systems Technology Magazine: Incoming Mail Automation, August 2018.

⁴ AIIM 2019 report: Implementing a Digital Workplace Strategy, June 2019.

CHALLENGE

- > Your mailroom is a single point of failure for the intake of business-critical information. The pandemic made this clear: if your mailroom stops, so does business continuity.
- > A significant share of invoices (72.4 percent) arrive via postal mail.
- > Most firms (80.8 percent) still send physical payments to their suppliers.
- > Other business-critical information that comes in via the mailroom includes contracts, customer correspondence, legal notices, letters of credit, and other types of financial or governmental records.
- > Today's mailroom also handles faxes and many corporate email channels, such as email to a customer portal.
- > There is only so much you can do manually. In a typical mail center today, 60 to 70 percent of the labor is spent sorting incoming mail.
- > Getting the right information to the right person, in time and with context, is a problem for 75 percent of organizations.

WHAT CAN YOU DO TODAY?

- > Businesses have already begun investigating more digitization of mailed documents. Therefore, the mailroom becomes more of a document-intake engine. More digitization at the point of entry allows them to:
 - Automate the distribution of mail throughout your organization
 - Standardize the handling of documents and reduce the risk of noncompliance with organizational policies
 - Classify and index documents for quick retrieval by remote workers
 - Consolidate information across geographic locations and departments
 - Give role-based permissions for users to access information whenever they need it from wherever they are

APPLYING INTELLIGENT CONTENT SERVICES

- > Intelligent content services at the heart of a digital mailroom adds the ability to take different automatic actions based on data in the documents.
- > One example: When the system senses that a particular document is relevant to specific robotic process automation (RPA) workflow (given the logic of what it's been told to look for), the information is automatically served up to the running bot and integrated into a pre-established workflow, such as invoice processing.
- > Another example: Intelligent content services can detect information relevant to shipping and supplies. It can route customs declarations on shipments to logistics organizations, which is important for avoiding fines and/or tariffs and smoothly running supply chains.

RESULT | Valuable information is made available and actionable to the employees. Further down the process, decisions can be made on content and other feeds soon after its intake. This speeds up the business and, ultimately, time to value.



FINANCE AND ACCOUNTING

“Content workflow is strategic: CEO is the key decision maker. Transformation of content-centric processes is most often a collaboration between leadership and business users (51 percent), although it is also very frequently a top-down initiative driven by senior leadership (41 percent).”

— Mind the Gap on your DX Journey, IDC, December 2019.

CHALLENGE

- › When a customer calls looking for clarification on a bill or a vendor calls looking for payment, how complete, current, and readily available are your records? What document sources do you need to consult to give them a satisfactory answer?
- › Paper invoice repositories, whether whole or in part, mean slow processing time, increased costs in time/labor, and risks associated with manual data entry and retrieval. This in turn can compromise time for focusing on exceptions, customer service, or improving supply chain operations.
- › Timely executive decision-making is challenging given the lack of comprehensive visibility into, and analysis of, trending data.

WHAT CAN YOU DO TODAY?

- › Converting invoices into digital form improves your ability to:
 - Increase speed and accuracy while lowering transaction costs
 - Free up employees' time to expedite and/or process exceptions
 - Improve your controls, tracking, process visibility, and information availability
- › However, you may still need to look in multiple places for all of the information pertinent to the customer or vendor.
- › Traditional metadata is not enough to move AP processes from *transactional efficiency* to *delivering higher business value*?

APPLYING INTELLIGENT CONTENT SERVICES

- › Access a more detailed and bigger picture of the customer and the vendor. Type in the customer or vendor name to find all related content, not just AP system date and amount.
- › Experience fewer errors, omissions, or missed due dates resulting from lack of information.
- › Respond to audits quicker and easier.

RESULT | Improved customer relationships; more up-to-date, accurate, and available financials; and a more value-based service to the rest of the organization.



HUMAN RESOURCES

“The journey to becoming data driven can begin in individual departments that embrace a data-driven culture. A data-driven HR team, for example, may use analytics and AI to predict employee performance or attrition, or the impact of workforce changes. HR could also apply AI tools to extract key information from resumes and LinkedIn profiles, use chatbots to answer common employee questions, and develop learning programs with an intelligent learning management system.”

– *Creating a Data-Driven Culture: How Culture Impacts the Success or Failure of Advanced Analytics and AI, webinar summary, HBR, January 27, 2020.*

CHALLENGE

- › Manual administrative data processes in HR are inefficient and slow. They get in the way of focusing on critical strategic responsibilities.
 - Hiring: Large corporations need to screen and filter thousands of incoming job applications and resumes. Speed of review can impact securing critical hires and attracting top talent.
 - Onboarding: Bringing on new employees and contractors is straining your resources. Proficient onboarding is a strong marker for longer-term employment.
 - Corporate Policy: It's cumbersome and risky to rely on manual processes to ensure your employees have read and signed off on important policies and procedures.
 - Employee Relations: Documenting employee complaints, safety violations, and misconduct are necessary evils in corporate HR. There is risk of employee discontent if processes are inconsistent or in error, as well as increased financial risk if issues are escalated to litigation.

WHAT CAN YOU DO TODAY?

- › Most companies already scan their paper HR forms and documents and integrate them into a Human Resources Information System (HRIS).
- › More mature organizations may even have integrated their HRIS data with their enterprise resource planning (ERP).

APPLYING INTELLIGENT CONTENT SERVICES

- › Reduce time to hire with online (always available) natural-language querying of submitted applications.
- › Ensure completeness of onboarding HR packs, including a richer mix of HR-related data that includes images and videos in addition to documents.
- › Improve employee relations by providing employees with a conversational, self-help interface to access the right information at the right time.
- › Benefit from faster, more accurate, and comprehensive identification and retrieval of personally identifiable information (PII) for compliance with regulations such as GDPR.
- › Better inform and support decision-making and business goals, such as inclusion and diversity initiatives.

RESULT | Rather than spend time searching for information, increase employee satisfaction and engagement. Enable HR to provide insights that help the business acquire and retain the best talent. Shift HR to aiding strategic corporate goals such as compliance and inclusion/diversity initiatives.



LEGAL DEPARTMENT

MERGERS AND ACQUISITIONS

The volume and variety of documents for review/analysis makes every stage of the M&A process challenging, from the preparatory phase through time-sensitive/restricted due-diligence phases and extending into post-acquisition integration.

- The workload is staggering, from paging through paper documents to locating those born digital or other formats containing intellectual property.
- Manual analysis and comparison are even more time-consuming and error-prone, potentially leading to the wrong business decisions.
- As if that weren't enough, it's also vital to ensure security is maintained throughout the exchange of information to safeguard the deal.

CHALLENGE

- > Searching contracts for the simplest things gets difficult when you're trying to look across hundreds of thousands of contracts. They can be filled with amendments, have separate attachments, and be geographically distributed.
- > Frequently time is of the essence, specifically when managing risk, engaging successfully with customers, or confronting a data breach or other legal obligation. Legal responsiveness affects the entire business: sales contracts, purchase agreements with vendors, NDAs that protect IP or employee contracts, and M&A activity – all of which can lead to reduced profits, lower productivity, and damaged business relationships.

WHAT CAN YOU DO TODAY?

- > Spend time and money searching complex documents. Legal staff is expensive, whether they are lawyers or not and whether or not they are outsourced.
- > The time spent searching ties up staff to the detriment of other legal matters, such as negotiating and closing sales, performing mergers and acquisitions, and conducting real estate transactions.

APPLYING INTELLIGENT CONTENT SERVICES

- > An intelligent content services platform based on AI/ML technology means you can more easily classify, search, and analyze entire contract databases with little to no effort on your part.
- > Intelligent content services allows you to:
 - Quickly draft new contracts based on a search of existing similar contracts
 - Respond rapidly to customer service or sales with accurate, current, and in-force payment or warranty terms across products and regions
 - Analyze contracts for certain liability amounts or renewal dates, demographics, customer or vendor, specific clauses, etc.
 - Look across contracts to more comprehensively identify fraudulent claims on warranty contracts
 - Easily perform discovery

RESULT | Reduce the time it takes to make decisions and incorporate new teams into the organization. Focus legal talent on accelerating the achievement of financial goals, seizing new opportunities, and reducing risk.



ENGINEERING AND RESEARCH AND DEVELOPMENT

IMPORTANT R&D AND ENGINEERING DATA CAN BE FOUND IN:

- Paper reports
- Handwritten notes
- Magnetic tapes
- Physical maps
- Microfiche
- X-ray or other types of imagery
- Original drawings or designs
- CAD system files
- Video

More than likely they are distributed across offsite locations with no centralized index or mode of access.

CHALLENGE

- > Engineering and R&D are pressured both to be more efficient and to deliver innovative results to gain competitive advantage.
- > For the scientist, developer, or engineer, access difficulties prevent them from fully leveraging the wealth of existing information from previous research, actual experiences in the lab, or field notes.
- > Data typically resides in an array of physical and digital formats. Finding latest versions is extremely challenging, and using an out-of-date document can result in costly and time-consuming changes and delays.
- > Most larger organizations also have multiple departmental information silos, each utilizing its own records and information management processes.

WHAT CAN YOU DO TODAY?

- > Spend significant resources and time-gathering information. This impacts every phase of engineering and research and development, from the initial scoping of a project through testing to delivery.
- > With such scattered data there is always the risk of incompleteness, which can lead to errors, the costly duplication of engineering efforts, or, in the worst case, safety issues.

APPLYING INTELLIGENT CONTENT SERVICES

- > Fully aggregated imagery, physical documents, digital data (e.g., tape), and existing analysis, along with relevant contracts and agreements, supports data-based, high-value decisions.
- > Leverage multiple ways to access required data. For example, point to a spot on a map and, with just a click, get all the assets relevant to that location, regardless of type or format.
- > To speed up collaboration, manage versions and ensure annotations are visible to all parties.
- > More rapidly identify physical assets that are weathered, deteriorating, or operating out of spec to decrease the risk of audits and potential legal action.

RESULT | Quickly gain new insights from existing information to discover new innovations and revenue opportunities.



MARKETING

WHICH LOB TO START WITH?

In evaluating where to apply intelligent content services, some of the questions you need to answer are:

- How many physical/digital documents are produced/kept each year?
- Which document types do you have?
- Where are your digital objects stored?
- How do you classify your documents and extract the metadata relevant to each document type?
- How many metadata fields are extracted on average?
- How many business intelligence platforms do you use?
- How many business users leverage the business intelligence tools?

CHALLENGE

- > Effective marketing requires accurate and current information on products and the competitive landscape. The information that marketers use to build their campaigns, sales assets, and product material is high volume but ephemeral and often involves mixed media. The last thing you want in marketing is to look outdated, inconsistent, or repetitious.
- > The more efficient and productive marketing departments don't reinvent the wheel every time they launch a product or a social media or sales campaign.
- > How do you get a handle on all the places that contain relevant information, both inside and outside your organization? Specifically, how do you find a piece of copy or a statistic to reuse, change, or delete?

WHAT CAN YOU DO TODAY?

- > A corporate or product marketer is expected to be up to date on all of the possible sources where the information may be located: your ECM, internal sales portals, social media platforms, even paper collateral.
- > Finding the most current and accurate information requires legwork and experience – which means knowing where to look.
- > This takes time and runs the risk of overlooking something relevant. Looking through files is faster with digital files but much more difficult with video or social media posts.

APPLYING INTELLIGENT CONTENT SERVICES

- > Picture this scenario. In the past, you've used a factoid that states that 55 percent of businesses have a problem your company solves.
- > You've just finished some research that shows the number is much higher, so you'd like to get this new information out to the market ASAP.
- > With intelligent content services, you can type in "55 percent" and see an array of all the places the statistics appear, including video files and text files alike. You'll even see images where you've used the stat.

RESULT | Strengthen your brand with messaging that's accurate, always on topic, and more consistent across channels. Respond to market events with updated content faster than your competitors.

C-LEVEL EXECUTIVES REALIZE BENEFITS ACROSS LINES OF BUSINESS

WHAT NEXT?

“Organizations can take immediate, low-cost steps to reengineer workflows and technologies. Begin by evaluating existing content-centric workflows and technologies. Identify use cases with high levels of inefficiencies and stakeholder pain points; then develop a strategy to address those pain points. This requires senior-level commitment: 59 percent say the CEO plays the larger role. Respondents expect the number of fully digitized workflows to increase by 33 percent in two years.”

– Mind the Gap on your DX Journey, IDC, December 2019

Applying intelligent content services across more LOBs helps C-level executives achieve new levels of strategic and operational benefits for the entire enterprise. Intelligent content services are, in fact, at the heart of business transformation.

C-level officers can look across these insights and develop new strategies at an organizational level. These enterprise-wide analytical capabilities can positively impact revenue and reduce the risk profile of the organization.

- › Identify additional, previously unrecognized revenue streams.
- › Select optimal targets for cost cutting based on data.
- › Discover opportunities for increasing ROI of technologies across LOBs.
- › Recognize areas in which to grow the business cost-effectively.
- › Pinpoint areas for gaining greater competitive advantages.

Leveraging an intelligent content services platform organization-wide extends the operational benefits delivered to individual LOBs. Achieve faster time to value by using the same platform for physical content conversion and integration with digitally born content. Rationalize classification and enrich content in a consistent manner (further increasing the value to individual departments).

Deploying an intelligent content services platform based on a cloud model leverages the scale and cost benefits associated with cloud computing and storage flexibility. A cloud-based solution also incorporates state-of-the-art AI/ML technology, available for any workflow or process to which you apply – without your having to invest in building, upgrading, or supporting it.

The implementation of an intelligent content services platform extends corporate policy and compliance across the enterprise for both physical (scanned) and born-digital (structured or unstructured) content.

The newer intelligent content services platforms leverage industry-leading visual and textual classification technology to automate much of the process and reduce costs. The more broadly deployed service can apply the appropriate policy across content type, geolocation, and associated industry regulations.

TAKE THE NEXT STEP

WANT TO LEARN MORE?

- See how our intelligent content services work. [Schedule a demo today.](#)
- [Get the facts about Iron Mountain Insight.](#)
- Share this eBook with key takeholders within your organization:
 - Line of Business Owners
 - Chief Operating Officers
 - Chief Technology Officers
 - Chief Information Officers
 - Chief Compliance Officers
 - Chief Data or Analytics Officers

In this eBook, you've learned about the business benefits of using intelligent content services.

Now see how it can work in your LOBs today.

Delivered as a subscription service, Iron Mountain InSight® Enterprise Edition is a cloud-native content services platform that uses AI and ML to automatically classify, extract, and enrich physical and digital content.

[Contact us](#) for a demonstration of how InSight can work in one or more of your LOBs.

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Iron Mountain Incorporated (NYSE: IRM), founded in 1951, is the global leader for storage and information management services. Trusted by more than 225,000 organizations around the world, and with a real estate network of more than 90 million square feet across more than 1,450 facilities in over 50 countries, Iron Mountain stores and protects billions of valued assets, including critical business information, highly sensitive data, and cultural and historical artifacts. Providing solutions that include information management, digital transformation, secure storage, secure destruction, as well as data centers, cloud services and art storage and logistics, Iron Mountain helps customers lower cost and risk, comply with regulations, recover from disaster, and enable a digital way of working. Visit www.ironmountain.com for more information.

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