



# INFORMATION MANAGEMENT – A PRECIOUS COMMODITY

## INDUSTRY FACT

RESEARCH SHOWS 50% OF SMBS STRUGGLE TO EXTRACT VALUE FROM THEIR BUSINESS DATA.

FINANCIAL EXECUTIVES  
INTERNATIONAL

It has been said that data is the new gold. But unlike the precious metal, there's an overwhelming amount of data available - enough that no business could possibly process it all.

If you're swimming in an unorganised flood of data, you're likely spending valuable time trying to figure out what's important. The good news is you're not alone, as 50% of SMBs struggle to extract value from their business data.

Bringing order to your data through a structured approach to information management is one of the most strategic moves you can make. From a sales perspective, it can help you better understand how your products resonate with customers so that you can refine your marketing strategies and tactics. Taking steps to improve your information management can also help your business avoid cyberthreats and comply with regulatory standards.

Ready to develop an information management strategy? Start here:

- **Familiarise yourself with retention and compliance guidelines.** You should purge "low-value data," or information that doesn't serve a purpose for current operations, from your system—but first check retention and compliance guidelines to see what, if any, may need to be kept.
- **Identify accessibility.** Using disparate software solutions to access critical business data limits your ability to make quick, informed decisions, leaving your business vulnerable to cyberthreats. Consolidate access to your data into one secure, automated tool, and move away from manual spreadsheets.
- **Evaluate data for business trends.** Your data offers insights into critical aspects of your operation. Let data guide your decision-making so you can focus your manufacturing efforts on in-demand products and more effectively market to your customers.

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### ABOUT IRON MOUNTAIN

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