



IRON MOUNTAIN 2022 SMALL BUSINESS PULSE



ABOUT THIS SURVEY

Iron Mountain's Small Business Pulse survey examines the perceptions of small business owners toward cybersecurity and data management as the workplace becomes more digital. Five hundred business leaders were polled on their information management preferences and habits to better understand their adoption of hybrid work and other digital trends. The margin of error is +/- 4%.



KEY FINDINGS

Small businesses are welcoming the digital evolution

Technology continues to become more prevalent in small business operations, as over a third of companies have increased their use of digital tools.

Digital processes are benefitting small businesses

Companies are taking advantage of perks like secure-cloud platforms and a better understanding of where their data lives.

Small businesses are embracing hybrid work

Nearly half of small businesses have already adopted a hybrid model, promoting the use of more digital solutions.

A DIY approach is common among small businesses

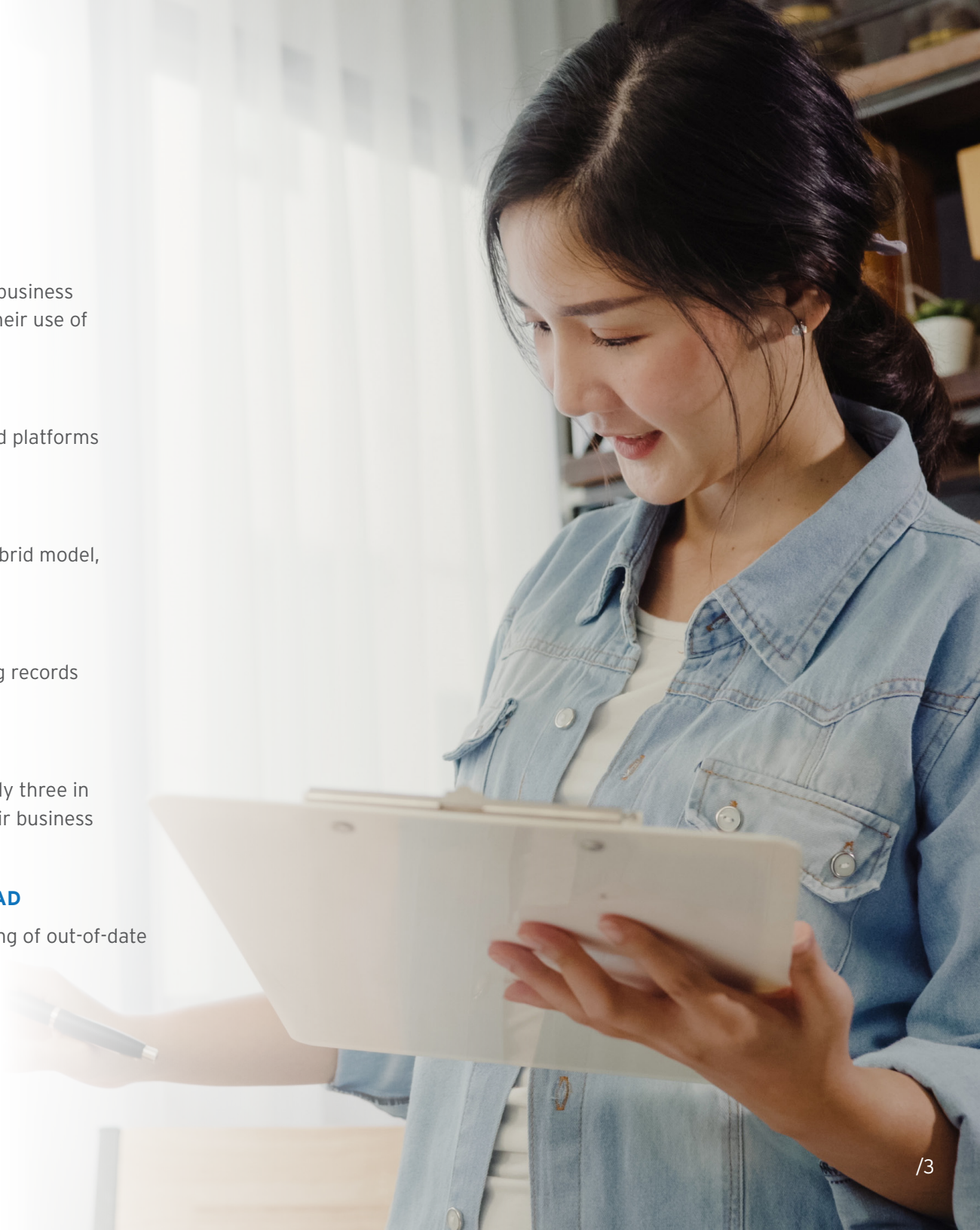
Nearly half of small business leaders say they are handling records management on their own.

Compliance confidence is high

Despite a DIY approach to information management, nearly three in four small businesses owners/managers are confident their business is compliant.

Small businesses are recognizing the importance of ITAD

Nearly two thirds of small businesses are securely disposing of out-of-date tech like computers and hard drives.

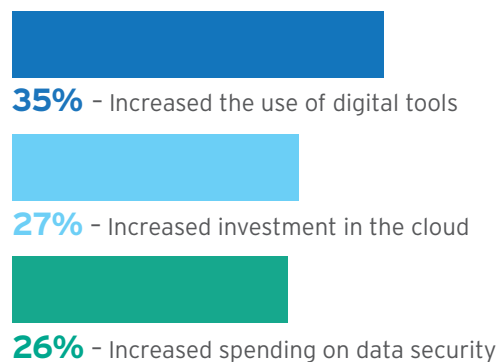




SMALL BUSINESSES ARE WELCOMING THE DIGITAL EVOLUTION

Technology is constantly transforming the way we work, but the pandemic saw that transformation speed into overdrive as companies scrambled to identify ways of securely sharing data while working across hybrid environments.

To accomplish this, many turned to digital solutions:



In fact, **67% of small business owners** say more than half of their records are already stored digitally.

DIGITAL PROCESSES ARE BENEFITTING ALL BUSINESSES

While some companies plan to hold on tight to their physical records, most small business leaders are embracing the future. Digital is becoming the new standard as **76% of small businesses** plan to move their records to digital.

Why the push for digital?



35% - Increase security

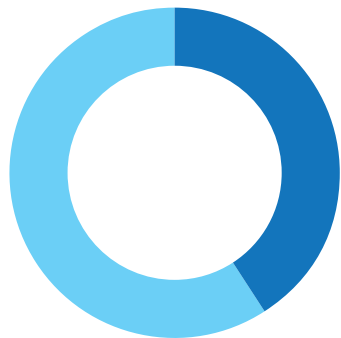


27% - Serve their customers better



26% - Fit the needs of a hybrid work environment

As for the **24% who aren't going digital**, many are tied to physical records based on the nature of their businesses.



41%

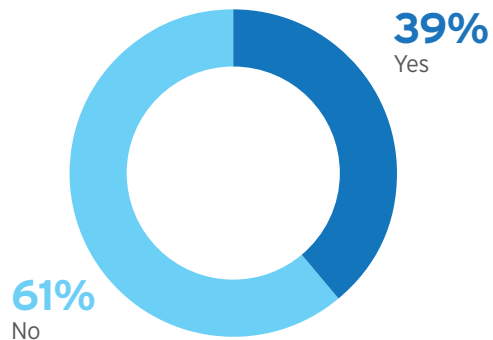
rely upon paper-based records for operational purposes.



SMALL BUSINESSES ARE EMBRACING HYBRID WORK

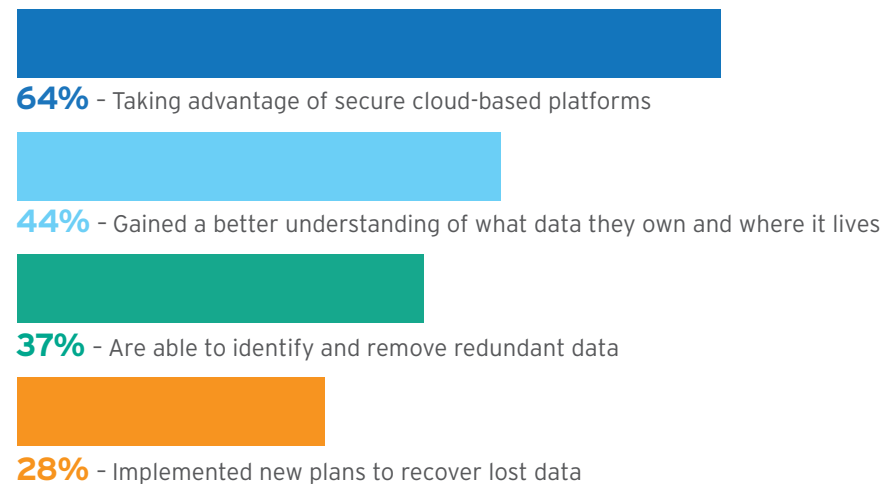
The past couple of years have seen a rise in the prevalence of remote and hybrid work environments. Many organizations are openly embracing the new normal by adopting the latest technological solutions and best practices, though not all organizations are on board.

Have you adopted a hybrid work model?



For those that have moved to a hybrid model, they are recognizing the benefits this brings to their information security practices.

What benefits have you received from a hybrid model?

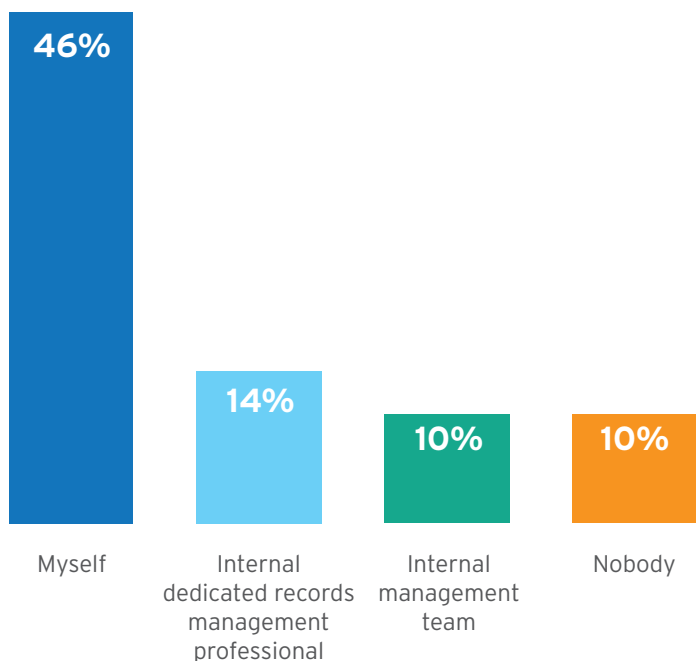


A DIY APPROACH IS COMMON AMONG SMALL BUSINESSES

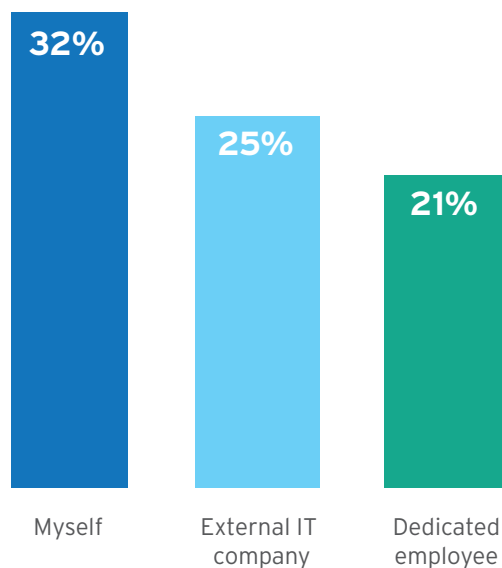
Establishing information management processes can be the key to making sure your business data is accessible, protected, and put to good use.

Small businesses that lack a thorough records management process struggle to leverage their data fully, dispose of records properly, and ultimately are more vulnerable to lapses in security. Despite such high stakes, nearly half of small business owners take a DIY approach to data management and cybersecurity.

Who handles records management within your organization?

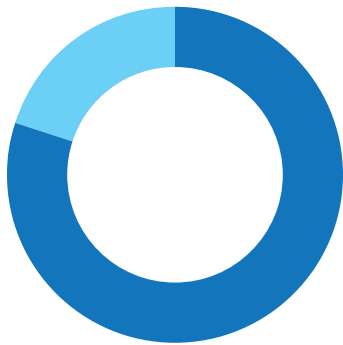


Who handles cybersecurity within your organization?

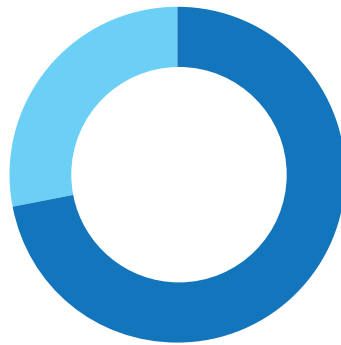


COMPLIANCE CONFIDENCE IS HIGH, BUT THERE'S ROOM TO IMPROVE

Despite a predominantly DIY approach to information management, most small business leaders are confident in their information management processes.



80%
are aware of
the compliance
regulations for
their industry.



72%
are confident
their current
processes meet all
regulations.

Despite their confidence, small business leaders do recognize room for growth when it comes to safeguarding their business:



57% - Acknowledged gaps in awareness of compliance regulations



46% - Could do more to prevent cyberattacks



38% - Do not regularly dispose of outdated data



36% - Do not have a system in place to grant or revoke employee security access



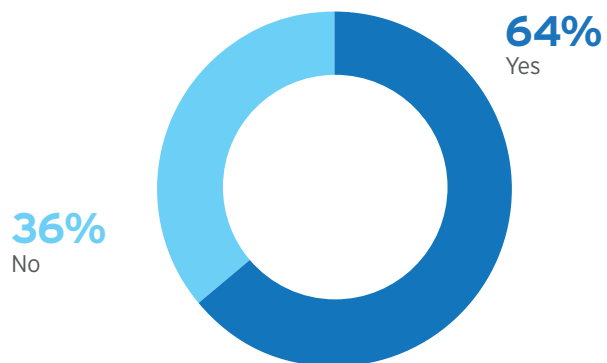


SMALL BUSINESSES ARE RECOGNIZING THE IMPORTANCE OF IT ASSET DISPOSITION (ITAD)

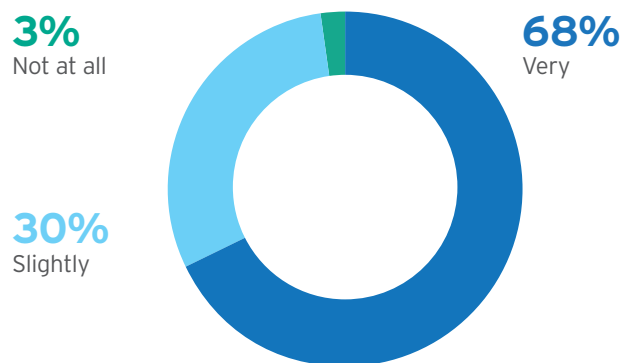
Destroying old data is crucial to keeping your company and employees safe from data breaches and compliance issues, but this work goes beyond shredding old paper.

Creating a process to dispose of old IT assets, such as computers and hard drives, helps companies mitigate the threat of cyberattacks and data breaches and is bringing peace of mind to many small businesses.

Do you have an established process for safely disposing of obsolete IT assets?



If you have an established process, how confident are you that you are properly disposing of your assets?



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 organizations 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 centers, art storage and logistics, and cloud services, Iron Mountain helps organizations to lower cost and risk, comply with regulations, recover from disaster, and enable a more digital way of working. Visit www.ironmountain.com for more information.

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