

CONTENT SERVICES | Take the Next Step  
in Deriving Real Value from Information

# NOW IS THE TIME



# GETTING BUSINESS VALUE OUT OF INFORMATION: HOW HARD CAN IT BE?

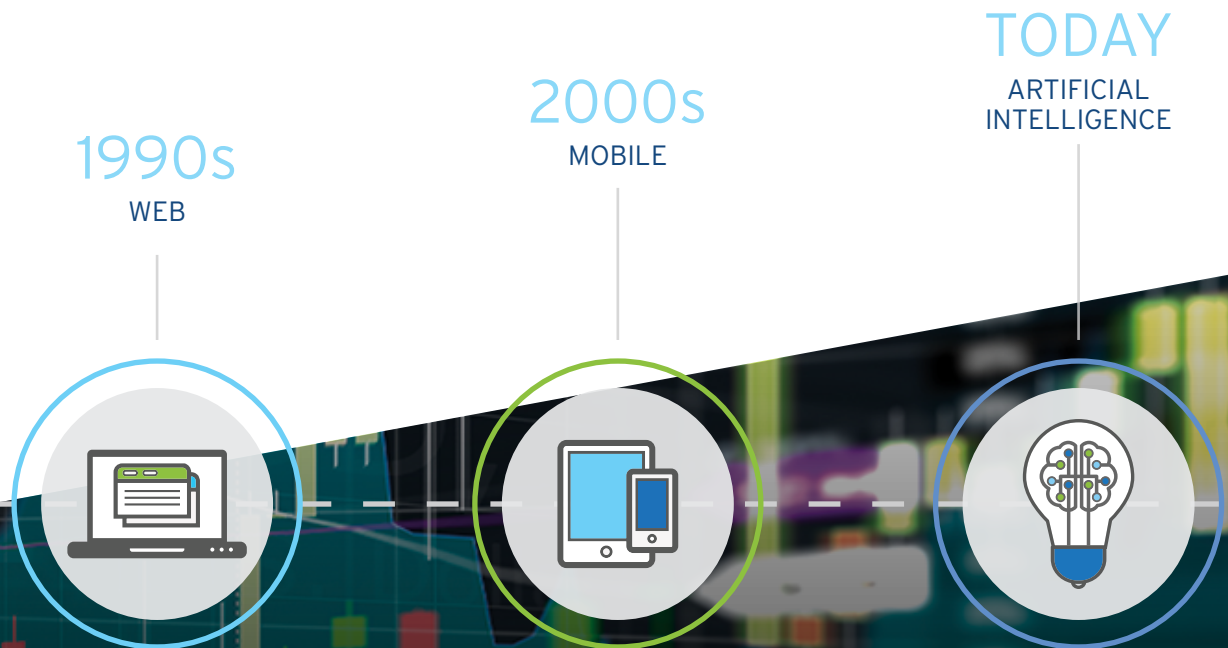
## What's in this eBook?

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We've devised ever more capable ways of generating, storing, managing, and even retrieving information. True, it has been a double-edged sword: the easier it is to produce and capture information, the more there is to store, manage, and search. Even so, businesses are far better off now at finding the information they need when they need it, right?

Digital transformation (DX) and increased speed of business have significantly upped the ante. No longer is finding information enough. The real value in content is derived from extracting and delivering the right data at just the right time for productive use by individuals, workgroups, and teams across the extended enterprise – delivered content as a service, if you will.

This eBook will describe intelligent content services and the role they play in DX initiatives. It will show you how content services can make you not only more effective right now, but also why they will be critical for future business success.



# HOW'S THAT DIGITAL TRANSFORMATION GOING?

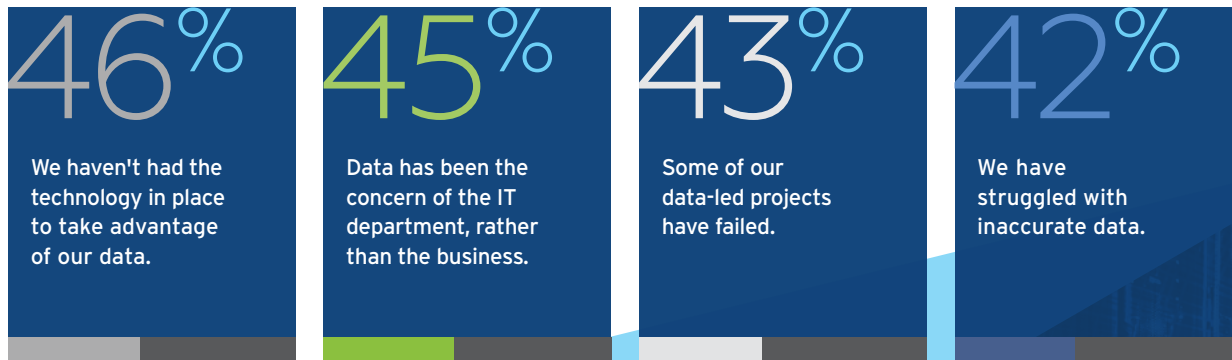
You're hearing plenty about DX initiatives and how they can help you address greater expectations from digitally empowered customers, counter pressure from more nimble competitors, find new ways to be productive, and more.

Granted, there's nothing new here. What has changed, though, is the scale and scope of potentially relevant information and the speed of business processes. DX success requires not only extracting more from our content, but also applying these insights at the right time to empower business users, delight customers, foil competitors, and improve margins.

Such value can be found in all types of structured or unstructured content – documents, emails, videos, images – flowing through the enterprise. And it can reside in any number of enterprise systems, such as ECM, CRM, CMS, as well as be stored on tape or in a box offsite.

No matter where you are in your DX journey, it's clear that success depends *upon the intelligent more automated extraction and integration of the right information into business processes*. One could argue that in the latter stages of DX, like embedding continuing innovation and adaptation, the strategic transformation of the business *requires the successful integration of data-derived insights at the right time*.

## CHALLENGES EXPERIENCED IN DATA MANAGEMENT IN THE LAST DECADE



# PROCESS IMPROVEMENTS YOU MAY BE LOOKING AT

Moving from status quo service management to more automated, proactive, and predictive business processes is best done selectively. Here are just some of the processes you might be looking to improve as part of your ability to deliver greater responsiveness and value:

- > Reduce resources/cost/time linked to document reviews of all types, from contracts to emails
- > Remove more human error and bias from manual processes
- > Shrink the time it takes to collect, clean, and manipulate information before it is usable
- > Deliver greater value to ongoing big data/IoT analytics, content analytics, and auto-classification projects
- > Deliver greater operational flexibility and responsiveness in a highly regulated industry more freely, without fear of penalties for noncompliance

These are precisely the kinds of challenges that can be addressed by intelligent (and intelligently applied) content services.

IMPROVED CUSTOMER EXPERIENCE

43%

GAINED COMPETITIVE ADVANTAGE

37%

INCREASED SALES

31%

FASTER RESPONSE TO OPPORTUNITIES/THREATS

29%

REDUCED ERRORS/MISTAKES

28%

## BENEFITS OF MACHINE LEARNING

"There are multiple benefits that organizations can potentially accrue from machine learning that lead to this positive perception. The fact that relatively few respondents cited lower costs illustrates that, for most organizations, machine learning is not primarily about cutting people's jobs. Automating tasks will likely play a part in the future, but the indications at this early stage are that automation need not necessarily lead to wholesale job losses."

Source: [Unlocking the Business Value of Unstructured Data with AI/ML](#)  
451 Research, June 2019.

# THE HEART OF A CONTENT SERVICES PLATFORM

## LEARN MORE

**WHITE PAPER:** [The 2019 State of Artificial Intelligence Disruption and Innovation Survey Results](#) »

**WEBINAR:** [Document Understanding with AI/ML](#) »

**AIIM INDUSTRY WATCH REPORT:** [Leveraging Deep Learning and Machine Learning Capabilities](#) »

**INFOGRAPHIC:** [How Machine Learning Changes the Game for Business and Information Management](#) »

**451 WHITE PAPER:** [Unlocking the Business Value of Unstructured Data with AI/ML](#) »

At the heart of a content services platform is more automated “intelligent” classification of content. Technologies such as artificial intelligence (AI)-based classification and machine learning (ML) allow radical changes in how we can operationalize information.

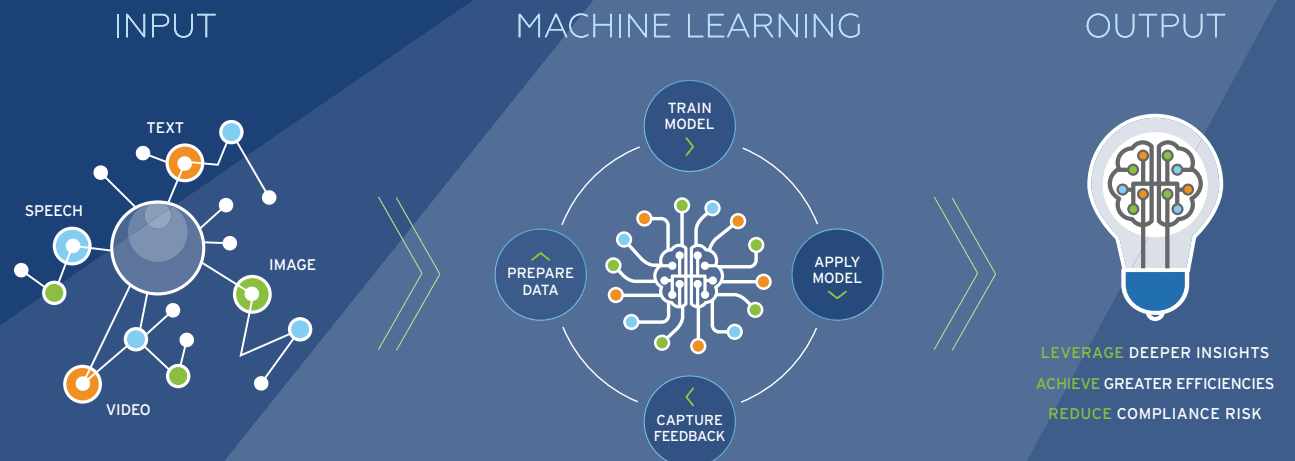
AI/ML-based technologies are required to handle the scope, scale, and pace of modern business information. They underpin the analysis of content in seconds and minutes, not days or weeks. And by doing so, they can also reveal relationships between seemingly disparate data that was previously unseen or irretrievable.

Content services platforms can adapt quickly with the correct algorithms to handle different document and data types, OCR for text, vision for video, etc. They come with APIs to integrate with and feed other processes such as RPA or financial systems.

Rapid, graphical visualization of the business analysis of intelligently classified, comprehensive, and current content is fundamental to better decision-making, from customer service to strategic choices. Effectively leveraging AI/ML technologies within the content services platform increases the efficiency and effectiveness of your most highly skilled resources.

This is not a “future.” Content services platforms are already providing faster time to value across many industries and lines of business within organizations around the world.

## FLEXIBLE PROCESSING PIPELINE



# ADDITIONAL INTELLIGENCE IN CONTENT SERVICES PLATFORMS

Content services platforms provide automated, AI-based classification; ML for continual improvement; and rapid, enriched visualization of information. But there are other considerations, too.

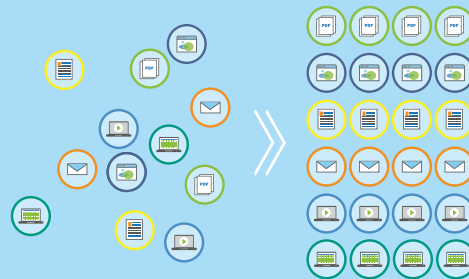
- > A content services platform needs to support the ingestion of a wide variety of both physical and digital information, including metadata from internal and external sources. This feature increases the scope of workable data and provides flexibility moving forward.
- > It should include rich, easy-to-use (that is, it requires no coding), visual UI tools for segmenting, searching, and targeted exploration of the data.
- > A content services platform should have the capability to incorporate corporate information governance functionality: the growing value of data naturally incorporates personally identifiable information (PII), sensitive financials, trade secrets, customer and sales information, and more. Often overlooked in analytics is the required, and frequently regulated, protection of this information.
- > Also included should be prebuilt analytics and visualizations or templates for specific industries or lines of business.

A modular, subscription-based platform running on cloud-based infrastructure offers the most cost-effective scaling as needed. And here, too, the cloud provides the most flexibility moving forward, to accommodate new/different data and changing business processes.

## AUTOMATE DOCUMENT PROCESSING AND EXTRACT INSIGHTS

01

See What's There



02

Understand It



03

Make It Useful



# CONTENT SERVICES PLATFORMS APPLIED TODAY



## LOAN PROCESSING

Loan closing or refinancing requires completeness of the loan file: every document must be included and finalized. While loan processing has shifted more to online in recent years, many forms are still paper records, especially those with wet signatures. Automated, intelligent content services provide:

- > Faster loan file accuracy and completeness in compliance with regulatory requirements, ensuring all loan and trailing documents are present, all documents are signed, and no required fields are blank
- > Built-in inconsistency checks, such as mismatched social security numbers for a loan applicant
- > Facilitated loan origination and resale business opportunities
- > Easier assessment of regulatory compliance and portfolio diversification requirements
- > Current and up-to-date analysis of market trends and white spaces per geographic region, applicant income levels, or loan types, etc.
- > Ensuring all loan content is under comprehensive and consistent information governance policies



## CONTRACT MANAGEMENT

Mismanaged sales contracts, purchase agreements with vendors, or NDAs that protect IP or employee contracts can all lead to reduced profits, lower productivity, and damaged business relationships. Contracts are filled with amendments and obligations. Therefore, the ability to quickly analyze these is fundamental to managing risk, engaging successfully with customers, or confronting issues such as a data breach. An AI/ML-based content services platform can:

- > Make the content within contracts accessible so that it can easily be classified, searched, and analyzed
- > Apply data analytics to contract data stores, enabling you to manage risks and provide accurate and timely advice to constituents inside and outside the business
- > Reduce the risk of a data breach and data loss while improving project completion times by automating error-prone manual workflows

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MORE**

**WHITE PAPERS** on Data Search and Discovery in:  
[Banking](#) » | [Legal, Contract, and HR](#) »

# CONTENT SERVICES PLATFORMS APPLIED TODAY

CONTINUED



## MEDIA AND ENTERTAINMENT

Such an ecosystem is built upon multiple and diverse data types, including video, edit decision lists (EDLs), closed-caption dialogue, and external data sources. A content services platform enables users without technical training to extract value by:

- › Using process automation to identify relevant media assets, such as photographs, video, and film, within it in just minutes
- › Protecting your brand by finding copyright content and violations in minutes
- › Segmenting content efficiently by standard vs. high-definition television (HDTV)-ready content
- › Integrating existing repositories with external metadata (e.g., Shotgun) for one-stop search and discovery
- › Finding matching shots between final editorial and original footage
- › Identifying celebrity individuals and associated surrounding brand logo placement in minutes instead of hours



## ENERGY

Geologists, geophysicists, and energy analysts need every piece of data available when making critical decisions. Manual document preparation is prone to potential human bias and errors. A content services platform enables them to:

- › Identify and leverage all content associated with specific geolocations and the assets pertaining to that location
- › Aggregate seismic imagery, geospatial analysis, contracts, applications, and documents to support data-based, high-value decision insights

Identify assets that pose a potential risk to the organization and develop fingerprints of those assets and of predictive models

**LEARN  
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WHITE PAPERS on Data Search  
and Discovery in: [Energy](#) »



## FOCUS YOUR ENERGY ON WHERE YOU CAN DELIVER THE MOST VALUE

You have already made major investments in storage and management solutions for your business information – both physical and digital. You could invest more in adding layers of AI/ML technologies, automation, and visualization tools to build your own content services platform. This investment would need to include the additional infrastructure required to deliver the scale and speed necessary for intelligent content services.

But there's no need to invest more. Content services platforms that bundle AI/ML intelligence with automation, and APIs and visualization capabilities that leverage what you currently have – and add what you don't – are already available.

Your time and resources are better spent investigating where applying a content services platform will deliver the most value to your organization. The integration of intelligent content services into the business is not static. Processes, and the content itself, continue to change. Thinking about where else to apply it, and how to use content in new and different ways to improve the business, is the real challenge.



## TAKE THE NEXT STEP

### HOW MUCH COULD A CONTENT SERVICES PLATFORM SAVE YOU?

Try the total cost of ownership tool, [Business Data Value Assessment Check](#), [found here.](#) »

A content services platform has the potential to extend and accelerate your DX initiatives. Intelligent and timely integration of content can enhance workflows – and add real value.

Here's what you should look for:

- › A single solution that draws from all stores of information across the enterprise, provides physical and digital capture when needed, classifies leveraging AI/ML technology, and provides a powerful UI that enriches the visualization of content analytics
- › Out-of-the-box classification algorithms based on a specific industry or line of business (like contracts, HR, asset management, M&A, etc.): if the source of the algorithms has deep experience you can trust, why reinvent the wheel?
- › Support for combining information governance (policy and security) best practices with the AI/ML heart of the platform and applying them consistently across all content
- › Connection to a community of users whose work expands the breadth and depth of content to continuously enrich the models

Keep your resources focused on business issues while the content services platform collects, classifies, and enhances your data for integration into your unique business processes. Empower critical decisions and accelerate time-to-revenue by unlocking the power and value hidden in your data.

# NOW IS THE TIME TO TAKE ACTION

TAKE A LOOK AT IRON MOUNTAIN INSIGHT [HERE](#). »  
CONTACT US BY EMAIL OR PHONE.

We encourage you to share this eBook with a variety of stakeholders in your company:

- > Line of Business Owners
- > Chief Information Officers
- > Chief Compliance Officers
- > Chief Technology Officers
- > Data Scientists

## RESOURCES

### SURVEY RESULTS

The 2019 [State of Artificial Intelligence Disruption and Innovation Survey Results](#) »

### WEBINAR

[Document Understanding with AI/ML](#) »

### VIDEO

[Document Understanding with AI](#) »



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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 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](http://www.ironmountain.com) for more information.

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