Streamline Your Mail with Intelligent Digital Mailroom

Co-created by

Emerj Artificial Intelligence and **Iron Mountain**

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How much paper-based mail does your organization receive every month? Do the inefficiencies of processing and distributing this mail to your employees challenge your compliance, privacy, and information security requirements? Has COVID complicated your paper-based mail processes even more?

According to an Iron Mountain/IDG Workplace Transformation Study, 86% of organizations **say** that it is "highly important" to achieve a paper-light environment. The benefits are clear.

Digital documents can:

→ Save time and keep employees more engaged when information is more easily located

→ Foster increased sharing and collaboration among employees and teams

→ Facilitate the exchange of data and information with remote employees

→ Unlock insights hidden in paper documents

→ Cost less to store, maintain, and locate than paper documents

So why do so many organizations struggle to move to paper-light environments even as 94% of **survey** respondents have considered moving their records offsite? Why do 90% of companies **keep** their paper records onsite, but less than half regularly access them? One of the main contributors to an organization's paper documents is the large volumes of paper-based mail that arrive every month.

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Introducing Iron Mountain Digital Mailroom Service

Iron Mountain has stepped up to help with its new Digital Mailroom service. By digitizing incoming paper-based mail, organizations can reduce their paper load and bring many of the benefits of electronic mail to today's "snail mail." Now, employees can have a central secure location for their mail where they can easily read, process, and collaborate with their colleagues on the incoming mail that is central to their processes. Better yet, integrating with other legacy systems provides a single pane of glass to employees so they can see read-receipts, tracking history, and easily determine if and when a piece of mail has reached its destination.

The Digital Mailroom service became even more relevant during the pandemic lockdowns and work-from-home requirements imposed by COVID-19. Alexander Lomakin, Digital Mailroom Product Manager at Iron Mountain explains:

> "*Employees were going into the office Monday to Friday. The following week, the office was closed. It was unknown when they could go back. One of the things that didn't stop was the mail. It kept getting delivered and it must get through. If no one is reading it, there's no value … and it's a massive liability with all sorts of potential regulatory issues and risk. This is where the Digital Mailroom service can come into play.*"

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How Does the Digital Mailroom Service Work?

With the Iron Mountain Digital Mailroom service, organizations can get a subscription-based service that helps their offices move to a paper-light environment. With the Digital Mailroom service, you notify postal services to redirect your organization's incoming paper-based mail to Iron Mountain, a global business dedicated to the storage, protection, and management of information and assets. Better yet, integrating with e-mail providers allows for a hybrid view into your physical and digital documents.

With the Digital Mailroom service, Iron Mountain's team of experts receives your mail in their secure facilities, opens it, scans and indexes the envelope and its contents, and performs its quality control procedures to ensure compliance with your document conversion requirements. The extracted metadata is used to not only empower faster and easier searching, but also to ensure that only the correct users see the information they are supposed to based on the metadata security capabilities. Iron Mountain's machine learning helps the indexing feature become stronger over time. "The more that it's running, the more documents run through it … the better and smarter the models become," says Lomakin.

> " *"We're trending toward automation. But there's always a human in the loop. With any AI/ML service, there's only a set level of confidence you can have. If the technology deems that something has fallen outside acceptable criteria set by the customer, a human can go and check that. And, say it was a mistake in the extraction, then the human will enter that data correctly and the model will be trained to learn from this error so it won't be repeated in the future."*

Alexander Lomakin
Digital Mailroom Product Manager, Iron Mountain

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Iron Mountain then delivers the digitized documents to your employees wherever they are—at the office, at home, or in the field. Through the Iron Mountain InSight® content services platform, the mail finds your employees instead of your employees having to find the mail.

Work can continue even if your physical office does not.

With the Digital Mailroom service, you can:

→ End the deluge of paper-based mail entering your offices so your employees can focus on their core activities

→ Allow your employees to access their mail whenever and wherever they need to

→ Better protect and monitor the mail that arrives in your offices through robust access controls and security rules down to the metadata level

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Digital
Mailroom Service
Case Studies

See how three organizations leveraged Iron Mountain's Digital Mailroom service to reduce their paper-based mail burdens and empower their employees wherever they are.

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Case Study – State Unemployment Agency

🎯 Challenge

State unemployment agencies faced unprecedented change and challenges in 2020. Amidst lockdowns, social distancing, and rapidly increasing COVID-19 case counts, macroeconomic downturns forced employers to cut their workforces, leaving millions out of work. Unemployment claims in this state unemployment agency rose from 1,000 a day pre-pandemic to 27,000 daily claims, with exception claims rocketing to 1,500 a day. The agency's team of employees was quickly overwhelmed by the incoming claims. While they navigated their own remote-access-only work environment, they strived to meet the increased demand for unemployment benefits and support their state's displaced workers.

The state unemployment agency needed a service to help them better support the citizens of their state. They looked into how digitization could help them coordinate their processing of normal and exception unemployment claims. They turned to Iron Mountain.

▶ Solution

To address the rapidly rising demand for the state's unemployment benefit support, Iron Mountain quickly moved in with its Digital Mailroom service. The state unemployment agency instructed the postal services to redirect the agency's mail to Iron Mountain where its team of experts leveraged optical character recognition (OCR) technology to scan their documents and index them, making them fully searchable for the agency's overworked, remote employees.

After reviewing each scanned unemployment claim for accuracy, completeness, and compliance with the agency's requirements, Iron Mountain then ingested the digitized documents into its secure cloud storage repository, Iron Mountain InSight®. The team then applied a metadata field for the claimant's Social Security numbers so that the agency could easily identify exception claims.

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Through Iron Mountain Insight®, Iron Mountain then made the claims, including exception claims, available to the agency's remote employees so that they could continue with their work even as the pandemic raged on. Iron Mountain also worked with the state unemployment agency to determine document retention and destruction requirements to keep storage costs low for the state agency. **"Not everything needs to be saved,"** says Lomakin. **"Some documents need to be saved for a set period of time, but not indefinitely. For other documents, after they've been digitized, the physical copy can be destroyed. This helps clear up space and save paper."**

✓ Results

Iron Mountain brought unique value to the state unemployment agency by leveraging the experiences of its multidisciplinary team to provide a Digital Mailroom service that helped the agency's employees address the rising tide of claims that arrived as the pandemic worsened.

Iron Mountain's Digital Mailroom service allowed the state unemployment agency to:

📧 Search and access their paper mail from a central, secure location

🛡 Satisfy the agency's compliance and privacy requirements

◕ Save time and resources searching for and processing unemployment claim documentation

💻 Address the new challenges encountered with work-from-home employees

With the Digital Mailroom service, Iron Mountain provided the state unemployment agency with a service that could support its remote workforce in meeting its on-time claims processing requirements. By digitizing exception claims and enabling employees to process them digitally, Iron Mountain moved agency staff to a more efficient process that, in turn, better supported the citizens of the state as many of them navigated the unemployment claim process for the first time.

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Case Study – Commercial Real Estate Firm

◎ Challenge

On March 23, 2020, the UK entered lockdown to slow the spread of COVID-19. The shelter-in-place order challenged business models across the country. For one UK-based multinational commercial real estate firm, the lock-downs meant they could no longer access their paper-based mail and the hundreds of thousands of pounds that arrived with the payments its customers sent. The firm struggled to find a solution to maintain critical compliance requirements related to its mail.

The 50,000-employee commercial real estate firm was forced to act. Three senior employees began processing the company's mail across its eleven locations. The company then came to Iron Mountain and asked for solutions that could process check payments within five business days. They asked about a solution that they could scale globally.

▶ Solution

Iron Mountain's team worked with the firm's employees and proposed the Iron Mountain Digital Mailroom service, workshopping with the client team to ensure clarity around key components and terms of the service. Even though big-name competitors pushed hard with their service, Iron Mountain won the bid due to the company's deep expertise with global, long-term digital transformation efforts. Soon after, the commercial real estate firm implemented the Iron Mountain service and began redirecting their mail to Iron Mountain secure facilities where it could be scanned and indexed before distribution. Together, the team worked on permissions within the system so that the right individuals could access the right documents at the right time.

✅ Results

The Iron Mountain Digital Mailroom service now digitizes the commercial real estate firm's paper-based mail. Through access to Iron Mountain InSight®, the mail is routed to the appropriate individuals. The service identifies checks.

The Iron Mountain service yielded 7,000 images across 834 documents, averaging 8.4 pages per document per day. The service has gained such widespread acceptance at the client's operations that they are now in discussions to scale the service across a greater extent of their enterprise.

Among the benefits that the service provides are:

→ Simple, fast search capabilities for digitized mail

→ Retrieval of digitized mail from one central, secure location

→ Savings of time and resources in finding and processing paper-based mail

→ Industry-leading information security and privacy controls from Iron Mountain

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Case Study – Insurer

Challenge

An insurer approached Iron Mountain looking for help in complying with a company-wide clean desk policy. Their claims areas relied heavily on paper-based documentation that claims handlers frequently pulled from their files to reference as they adjudicated claims. The insurer had six file rooms across the country. They needed a service that would clear the claims handlers' physical desktops, but not cost them efficiency and speed when they settled their claims for the insurance company's policyholders.

When the insurer met with Iron Mountain, they indicated that the service needed to show measurable hard-cost savings.

Among their other requirements, they also prioritized:

→ Achieve efficiency gains

→ Decrease turnaround time (TAT)

→ Enhance the customer experience

→ Decrease their carbon footprint

Solution

In designing the service, the Iron Mountain team met with stakeholders within the insurer's operations and determined their requirements. Together, the teams constructed a project plan and determined milestones and checkpoints to ensure the success of the initiative.

In implementing the service, Iron Mountain moved, reconciled, and consolidated the insurer's six file rooms to four. Iron Mountain also transitioned the insurer's paper-based, open-shelf manual processing of documents to take advantage of regional centralized mail hubs.

Iron Mountain moved the insurer to a claims handling process that relied on electronic workflows. Together with the insurer's stakeholders, the team designed and built a service that included the secure electronic delivery of select, validated information to third parties. The insurer rolled out the service in a coordinated, multi-phase project implementation strategy.

✅ Results

The Digital Mailroom service provided the insurer with a central, secure location from which their claims handlers could quickly and easily find digitized claims documentation. The service helped the insurer meet their primary goal: compliance with their Clean Desk policy.

But the insurer realized other benefits too, such as:

→ $1.5 million in savings

→ Improvements in their SLAs of 24 hours

→ Reductions in printing of 5 million pages per year

The benefits of Iron Mountain's Digital Mailroom service have been so far-reaching that the insurer is looking to leverage the platform in their other functions.

"It saves somewhere in the realm of four to six million printed pages per year," says Lomakin. **"It cuts down on paper costs, printing costs, and environmental impact. That's a lot of trees, ink, and envelopes. That really stacks up."**

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 85 million square feet across more than 1,400 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 more digital way of working.

Visit: **ironmountain.com/digitalmailroom**　　　　Contact: **ironmountain/contact**

About Emerj Artificial Intelligence Research:

Emerj Artificial Intelligence Research is a market research and advisory company focused exclusively on the business impact of AI.

Companies that thrive in AI disruption run on more than just ideas. They leverage data and research on the AI applications delivering return in their industry today and the AI capabilities that unlock true competitive advantage into the future - and that's the focus of Emerj's research services.

Leaders in finance, government, and global industries trust Emerj to cut through the artificial intelligence hype, leverage proven best-practices, and make data-backed decisions about mission-critical priorities.

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