

FORRESTER®

# The Total Economic Impact™ Of Iron Mountain InSight

Cost Savings And Business Benefits  
Enabled By InSight

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## ABOUT FORRESTER CONSULTING

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## Executive Summary

Iron Mountain InSight is an information management and content services platform that brings together an organization's physical and digital data on one central, secure system of record. InSight can elevate data management by improving accessibility, adding context, automating processes, and making data more usable. With InSight, employees are more efficient, security and compliance are enhanced, and the costs of maintaining data are reduced.

[Iron Mountain InSight](#) supports digital transformation at organizations across industries, including highly regulated ones such as financial services, healthcare, life sciences, and the public sector. The software-as-a-service (SaaS) platform makes an organization's physical and digital content accessible and secure for faster searching, clearer understanding, and more effective leveraging of data. With InSight, organizations can realize benefits such as operational efficiency, revenue generation, and cost savings.

Iron Mountain commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential return on investment (ROI) enterprises may realize by deploying InSight.<sup>1</sup> The purpose of this study is to provide readers with a framework to evaluate the potential financial impact of InSight on their organizations.

**“InSight makes it easy to find data. It's faster and accurate information for the right users. There's definitely cost savings. There's definitely the return on investment. I don't think that we can live without this now. ... It's not just a nice to have, it's a must have.”**

*CIO, healthcare*

### KEY STATISTICS



Return on investment (ROI)  
**196%**



Net present value (NPV)  
**\$3.50M**

To better understand the benefits, costs, and risks associated with this investment, Forrester interviewed four representatives with experience using InSight. For the purposes of this study, Forrester aggregated the interviewees' experiences and combined the results into a single [composite organization](#) that has 4,000 employees.

Interviewees noted that prior to using InSight, their organizations had large amounts of data in various forms. These were primarily digital and paper files, but their archives also included legacy formats such as microfilm, microfiche, tapes, disks, and CDs. Information management was siloed as organizations relied on disparate systems and manual methods, and they lacked a central solution that brought organization and easy access. These environments resulted in employee inefficiencies, uncertain security standards, and vast data that was costly to retain yet underutilized.

After the investment in InSight, the organizations' extensive content was more accessible and secure, processes were more efficient and automated, and data was more actionable.

### KEY FINDINGS

**Quantified benefits.** Three-year, risk-adjusted present value (PV) quantified benefits for the composite organization include:

- **More efficient finding of documents and information by 40%.** InSight is a central SaaS platform that extracts, organizes, and categorizes data across the composite organization. These features, together with InSight's metadata capabilities, allow employees to save time by easily locating and accessing documents and information. This (and each of the other quantified benefits) extends to data of diverse types, regardless of whether it is electronic or physical in its original form. This benefit is worth nearly \$3.1 million to the composite organization over three years.
- **Improved cataloging and understanding of documents and information by 55%.** With enhanced and often automated classification of documents and information with InSight, employees at the composite organization are able to better and more easily catalog assets and understand their actual contents. This insight into data streamlines fact-finding, allows for a quick grasp of all the information associated with particular accounts, and empowers employees to more readily utilize relevant data. For the composite organization, this is valued at nearly \$846,400 over three years.
- **Increased collaboration leading to 26,000 hours saved annually.** InSight enhances collaboration at the composite organization because employees can easily share and receive documents and information while, at the same time, they can often self-serve by accessing the data they need themselves on a unified and

**“The number one value of InSight is efficiency. It’s a secure system that allows our employees to look at a customer and get all associated documents for that account in one place. ... The documents created by multiple systems are tied into one master system.”**

*COO, financial services*

accessible platform. Furthermore, digitization and collaboration capabilities in InSight make workflows simpler and more efficient. This saves the composite organization more than \$905,200 over three years.

- **Better security and compliance processes, reducing time spent on auditing work by 25%.** As a centralized and secure information management platform, InSight enables compliance with the rules and regulations governing the composite organization, including those that are specific to industry and region. InSight also adds automation to the management of access permissions and the retention schedule of data. Moreover, InSight offers a comprehensive and easily accessible data repository, which enables employees to complete internal and external audit work more efficiently. For the composite organization, this translates into more than \$247,300 over three years.
- **Reduced storage costs.** By digitizing its physical assets with the move to InSight, the composite organization no longer physically maintains them and saves on the cost of storage. This saves the composite organization nearly \$211,400 over three years.

**Unquantified benefits.** Benefits that provide value for the composite organization but are not quantified in this study include:

- **Revenue uplift.** InSight supports revenue generation by empowering the composite organization to use data to support new business opportunities and better retain existing customers.
- **Improved customer experience.** With InSight, employees at the composite organization have easy access to data pertaining to customer requests and they are therefore able to provide faster and more accurate service.
- **Data is more actionable.** Documentation at the composite organization that was maintained for compliance and largely neglected prior to using InSight becomes newly accessible and easier to understand. Employees learn new insights and leverage more data, which adds breadth and depth to data-centric projects.
- **Iron Mountain as a full-service solution.** The composite organization realizes time and cost savings by having Iron Mountain available as a single, trusted vendor for document and information management solutions, including InSight, scanning, storage, transportation, and destruction.

**Costs.** Three-year, risk-adjusted PV costs for the composite organization include:

- **Licensing costs to Iron Mountain.** The composite organization pays annual costs to Iron Mountain for the use of InSight. The cost is driven by factors such as the number of users and the volume of documentation and data attached to InSight. This costs the composite organization \$1.5 million over three years.
- **Internal labor for implementation and management.** A small group of employees at the composite organization dedicates some of its

time to the implementation of InSight, and one employee dedicates some time to ongoing management of the platform. These costs total \$280,000 over three years.

The representative interviews and financial analysis found that a composite organization experiences benefits of \$5.29 million over three years versus costs of \$1.78 million, adding up to a net present value (NPV) of \$3.50 million and an ROI of 196%.

**“InSight allows us to be strategic and evolve the way we need to — it’s a tool to ensure that we continuously improve, grow, and change with how the industry is changing.”**

*Senior director of IT operations, life sciences*



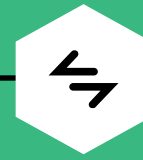
ROI  
**196%**



BENEFITS PV  
**\$5.29M**

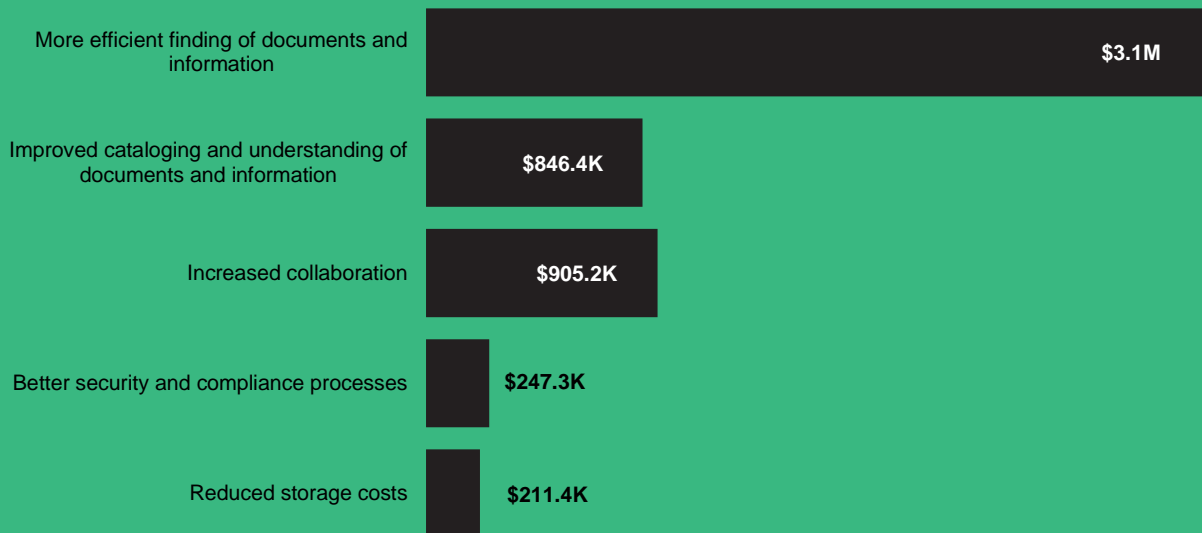


NPV  
**\$3.50M**



PAYBACK  
**<6  
months**

### Benefits (Three-Year)



**“The value of InSight is cataloging records and other types of media — and then providing more insight and value out of them. Also, being able to control who has access to them is a big piece of the benefit.”**

— CIO, government

## TEI FRAMEWORK AND METHODOLOGY

From the information provided in the interviews, Forrester constructed a Total Economic Impact™ framework for those organizations considering an investment in Iron Mountain InSight.

The objective of the framework is to identify the cost, benefit, flexibility, and risk factors that affect the investment decision. Forrester took a multistep approach to evaluate the impact that InSight can have on an organization.

### DISCLOSURES

Readers should be aware of the following:

This study is commissioned by Iron Mountain and delivered by Forrester Consulting. It is not meant to be used as a competitive analysis.

Forrester makes no assumptions as to the potential ROI that other organizations will receive. Forrester strongly advises that readers use their own estimates within the framework provided in the study to determine the appropriateness of an investment in InSight.

Iron Mountain reviewed and provided feedback to Forrester, but Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester's findings or obscure the meaning of the study.

Iron Mountain provided the customer names for the interviews but did not participate in the interviews.



### DUE DILIGENCE

Interviewed Iron Mountain stakeholders and Forrester analysts to gather data relative to InSight.



### INTERVIEWS

Interviewed four representatives at organizations using InSight to obtain data with respect to costs, benefits, and risks.



### COMPOSITE ORGANIZATION

Designed a composite organization based on characteristics of the interviewees' organizations.



### FINANCIAL MODEL FRAMEWORK

Constructed a financial model representative of the interviews using the TEI methodology and risk-adjusted the financial model based on issues and concerns of the interviewees.



### CASE STUDY

Employed four fundamental elements of TEI in modeling the investment impact: benefits, costs, flexibility, and risks. Given the increasing sophistication of ROI analyses related to IT investments, Forrester's TEI methodology provides a complete picture of the total economic impact of purchase decisions. Please see Appendix A for additional information on the TEI methodology.

# The Iron Mountain InSight Customer Journey

## Drivers leading to the InSight investment

Interviews			
Role	Industry	Region	Number of employees
COO	Financial services	North America	1,000
CIO	Healthcare	North America	2,500
CIO	Government	US	10,000
Senior director of IT operations	Life sciences	Global	50,000

### KEY CHALLENGES

Prior to investing in Iron Mountain InSight, interviewees' organizations had extensive documents and data in diverse forms, both digital and physical. However, they lacked a single tool to digitize and efficiently manage it. Instead, they relied on a mix of point solutions and manual methods.

Interviewees noted how their organizations struggled with common challenges, including:

- **Fragmented environments with varying types of data that made access difficult.** Interviewees described how disparate systems and processes across their organizations made data management difficult. The absence of a centralized and easy-to-search system made it challenging to access data that was in various formats including digital and paper, but also microfilm, microfiche, tapes, disks, and CDs.

The COO at a financial services organization explained: "There were multiple systems you had to go through to find the appropriate document. Not being able to see all associated documents in one search made it difficult to find documents altogether."

- **Lack of ability to understand data or use it effectively.** Interviewees shared that since their

organizations' data was poorly categorized and tagged, it was difficult for employees to effectively leverage it. As the CIO in government described, "We needed to help [employees] look at content to provide OCR [optical character recognition] and — a platform where individuals could actually use the data for their particular use cases."

- **Time-intensive and manual processes.** With a myriad of data that lacked easy access and clear organization, employees at interviewees' organizations often needed to engage in highly manual and time-consuming processes when it came to core tasks like locating, retrieving, sharing, and ultimately understanding and leveraging data. This hampered employee productivity and diverted their attention from more strategic and valuable business work.
- **Difficulty complying with rules and regulations.** Meeting high security standards and complying with all applicable laws and regulations posed challenges, yet it remained a top priority for interviewees' organizations. They required a highly secure system that could manage access permissions and data retention policies and readily adapt to any legal changes. Additionally, since internal and external auditing was common in their industries, they needed an accurate and efficient tool for audit-related work.



## COMPOSITE ORGANIZATION

Based on the interviews, Forrester constructed a TEI framework, a composite company, and an ROI analysis that illustrates the areas financially affected. The composite organization is representative of the four interviewees, and it is used to present the aggregate financial analysis in the next section. The composite organization has the following characteristics:

**Description of composite.** The composite organization has 4,000 employees and generates \$800 million in annual revenue. It has physical as well as digital documents and data. Beyond paper and digital formats, the organization also retains some data in legacy mediums such as microfilm, microfiche, tapes, disks, and CDs. This data in various formats altogether comprises over one million files.

**Deployment characteristics.** The composite organization replaces disparate point solutions and manual methods with InSight, which brings together existing data in various formats into a single cloud platform. The composite implements InSight over six months. Of its 4,000 employees, 1,000 are InSight users, and the organization manages 1 million files and documents on the platform.

### Key Assumptions

- **4,000 employees**
- **1,000 InSight users**
- **\$800 million in revenue**
- **1 million files and documents managed in InSight**

# Analysis Of Benefits

■ Quantified benefit data as applied to the composite

Total Benefits						
Ref.	Benefit	Year 1	Year 2	Year 3	Total	Present Value
Atr	More efficient finding of documents and information	\$1,237,600	\$1,237,600	\$1,237,600	\$3,712,800	\$3,077,728
Btr	Improved cataloging and understanding of documents and information	\$340,340	\$340,340	\$340,340	\$1,021,020	\$846,375
Ctr	Increased collaboration	\$364,000	\$364,000	\$364,000	\$1,092,000	\$905,214
Dtr	Better security and compliance processes	\$99,450	\$99,450	\$99,450	\$298,350	\$247,317
Etr	Reduced storage costs	\$85,000	\$85,000	\$85,000	\$255,000	\$211,382
	Total benefits (risk-adjusted)	\$2,126,390	\$2,126,390	\$2,126,390	\$6,379,170	\$5,288,016

## MORE EFFICIENT FINDING OF DOCUMENTS AND INFORMATION

**Evidence and data.** InSight served as a central platform that extracted, organized, and categorized data of diverse types at interviewees’ organizations. Combined with metadata and OCR capabilities, this allowed employees to easily search and access the documents and information they needed. Across interviewees’ organizations, the efficiency gains ranged from 25% to 65%.

- Interviewees highlighted the benefit of InSight being a central platform that brought together their organizations’ data and documents, making them easier to find. Prior to implementation, employees would have to navigate disparate systems with mediocre organization or sometimes retrieve data in its physical format.
- With InSight, data of all types — for example, electronic and physical, structured and unstructured, existing and incoming — was collected together on a single platform and digitized, categorized, and labeled. This improved operational efficiency at interviewees’

**“We have structured and unstructured data, electronic and paper data. InSight has been very beneficial for operational efficiency — collecting together and digitizing data, indexing it, creating metadata... [it allows users] to find the right information.”**

*CIO, healthcare*

organizations since the right users could quickly find the right data.

- The CIO at a healthcare organization reported, “[Because of] the way the documents are indexed and categorized, you can find them very easily.”
- Interviewees said metadata tags and OCR data extraction capabilities that made files searchable in InSight were key reasons users could more

quickly locate documents and information they needed.

- One document could have several metadata tags, and this allowed different users to find the same document based on the information that was most relevant to the individual user. The CIO in healthcare explained: “A single document can have multiple metadata; that’s the beauty. A person can inquire from one perspective and find it, and the same document can be found by a different user [by using different metadata].”
- With data digitized and the OCR technology in InSight, users could also search for the actual contents of files. On this point, the CIO at a government agency explained, “With everything electronic and scanned in now, we’re saving time as you can actually search for different words and pull that [relevant document] up.”
- Several interviewees noted that InSight made it possible to find all the necessary data and information associated with a particular customer or account, providing a single and comprehensive view. The COO at a financial services organization described how this worked when interacting with customers, “There’s a huge time savings with InSight from the ability to pull documents based upon a customer request.”
- The senior director of IT operations at a life sciences organization summarized the benefit of finding data in InSight, “Being able to search and access documents very easily and not having to

**“InSight is better information management and real-time [access] as opposed to trying to find a labeled box. It centralizes data, it’s organized — employees are more productive.”**

*Senior director of IT operations, life sciences*

be a library scientist to figure it out — that’s a huge value add with InSight.”

- Some organizations worked with Iron Mountain professional services so that all incoming documents could be automatically digitized and attached to InSight. The financial services organization had more than 20 million documents in InSight, with 10,000 more added daily; the COO there said the platform handled the large volume well.

**Modeling and assumptions.** To model this benefit for the composite organization, Forrester assumes:

- The composite organization has 1,000 employees who are InSight users. Prior to using InSight, they spent 10% of their time finding and retrieving documents and information.
- Due to InSight, employees take 40% less time to find and retrieve documents and information.
- The average fully burdened salary of these employees is \$35 per hour.
- The productivity recapture rate for employees is 50%. This means employees convert 50% of their saved time into productive time.

**Risks.** The benefit of more efficiently finding documents and information will vary based on:

Efficiency lift for finding documents and information  
**40%**



- The number of documents and information and the formats they are in.
- The time employees spend searching for them.
- The systems and tools in place prior to InSight to locate them.
- The implementation of InSight, including effective categorization and metadata.

**Results.** To account for these risks, Forrester adjusted this benefit downward by 15%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$3.1 million.

### More Efficient Finding Of Documents And Information

Ref.	Metric	Source	Year 1	Year 2	Year 3
A1	InSight users	Composite	1,000	1,000	1,000
A2	Percent of time they spend finding and retrieving documents and information before InSight	Composite	10%	10%	10%
A3	Reduction in time it takes to find and retrieve documents and information with InSight	Interviews	40%	40%	40%
A4	Total organizationwide time saved due to InSight (hours)	A1*A2*A3*2,080	83,200	83,200	83,200
A5	Productivity recapture	TEI standard	50%	50%	50%
A6	Average fully burdened hourly salary of an employee	TEI standard	\$35	\$35	\$35
At	More efficient finding of documents and information	A4*A5*A6	\$1,456,000	\$1,456,000	\$1,456,000
	Risk adjustment	↓15%			
Atr	More efficient finding of documents and information (risk-adjusted)		\$1,237,600	\$1,237,600	\$1,237,600
<b>Three-year total: \$3,712,800</b>			<b>Three-year present value: \$3,077,728</b>		

### IMPROVED CATALOGING AND UNDERSTANDING OF DOCUMENTS AND INFORMATION

**Evidence and data.** In addition to being able to access data more quickly, employees at interviewees' organizations were able to better and more easily catalog and understand the data. The enhanced and often automated classification of documents and information with InSight provided quick insight and a more immediate understanding of the content. Each interviewee said their organization experienced this benefit, and most were able to

**“We can load different media types into InSight and pull a lot of data out of that very quickly — versus having to manually review documents or watch video footage or look at pictures. There’s a way to add metadata, which adds value and the ability to obtain better insight.”**

*CIO, government*

quantify the impact; estimates of the time savings among interviewees ranged from 50% to 60%.

- Interviewees attributed the improvement in cataloging and understanding data to the automation of data classification with InSight. Moreover, InSight empowered employees to quickly get a clearer sense of the subject matter and content of data. The CIO in government concluded: “Time is needed reading through all the information. InSight [helps with] understanding the data. ... You get insights a lot quicker and move forward a lot more efficiently.”
- This benefit extended to various types of assets including documentation, but also less conventional data like videos and photos.
- Tags and classifications in InSight allowed employees to understand the available data and its relevance to larger projects. The CIO in government explained, “This allows our analysts to go in, do some preliminary work, and have a better understanding of what they’re walking into.”
- The senior director of IT operations in life sciences similarly observed: “A value of InSight is data classification and data organization. ... It streamlines fact-finding and allows employees to move quickly to pull data into what’s being done.”

**“InSight tags documents correctly, automatically, and then [allows us to] leverage them.”**

*COO, financial services*

- Use cases at interviewees’ organizations varied based on vertical and business focus. For example, employees at the healthcare organization used InSight to more quickly grasp patient health records, insurance claims, and authorization documents, whereas those at the life sciences firm used the platform to determine what documentation was relevant to their R&D projects.
- At the financial services organization, InSight was used to more efficiently review the customer collateral attached to loans the firm made and to ensure that loan risk was not negatively affected. The COO there explained that InSight made it easier to track underlying data elements within those documents.

**Modeling and assumptions.** To model this benefit for the composite organization, Forrester assumes:

- The composite organization has 100 employees who regularly need to understand the contents of documents. Prior to using InSight, they spent 20% of their time doing so.
- Due to InSight, there is a 55% reduction in the time it takes the employees to understand documents.
- The average fully burdened salary of these employees is \$35 per hour.
- The productivity recapture rate for employees is 50%. This means employees convert 50% of their saved time into productive time.

Efficiency lift for cataloging and understanding of documents and information

**55%**



**Risks.** The benefit of improved cataloging and understanding of documents and information will vary based on:

- The number of InSight users who need to understand the contents of documents.
- The complexity of the documents InSight users are using.

- The implementation of InSight, including effective categorization and metadata.

**Results.** To account for these risks, Forrester adjusted this benefit downward by 15%, yielding a three-year, risk-adjusted total PV of \$846,400.

Improved Cataloging And Understanding Of Documents And Information					
Ref.	Metric	Source	Year 1	Year 2	Year 3
B1	InSight users who regularly need to understand the contents of documents and information	Composite	100	100	100
B2	Percent of time they spend understanding contents of documents and information before InSight	Composite	20%	20%	20%
B3	Reduction in time it takes to understand documents with InSight	Interviews	55%	55%	55%
B4	Total organizationwide time saved due to InSight (hours)	$B1 * B2 * B3 * 2,080$	22,880	22,880	22,880
B5	Productivity recapture	TEI standard	50%	50%	50%
B6	Average fully burdened hourly salary of an employee	TEI standard	\$35	\$35	\$35
Bt	Improved cataloging and understanding of documents and information	$B4 * B5 * B6$	\$400,400	\$400,400	\$400,400
	Risk adjustment	↓15%			
Btr	Improved cataloging and understanding of documents and information (risk-adjusted)		\$340,340	\$340,340	\$340,340
<b>Three-year total: \$1,021,020</b>			<b>Three-year present value: \$846,375</b>		

### INCREASED COLLABORATION

**Evidence and data.** Interviewees gave multiple examples of how InSight improved collaboration at their organizations. They said employees could easily share data as needed while, at the same time, the platform enabled workers to access the information themselves without the need to involve colleagues. Moreover, digitization and InSight’s capabilities made workflows simpler and more efficient. Several interviewees said a typical InSight user at their

organization saved a few hours per week because of this enhanced collaboration.

- InSight streamlined workflows at interviewees’ organizations and made it easier for teams to quickly begin new initiatives that required effective collaboration.
- The senior director of IT operations at the life sciences organization explained: “We use InSight for workflows related to R&D initiatives — being able to pull in things quickly and spin up any R&D

projects.” The interviewee added, “The majority of employees definitely perceive value in InSight and enjoy using the platform.”

- Similarly, the COO in financial services described the workflows and improved collaboration in InSight: “As part of a defined workflow within InSight, if you’re reviewing a document and come across an anomaly to take action on, you can share it electronically with another analyst. InSight makes it a lot easier to be able to pass those documents.”
- Interviewees noted that in addition to being able to send and receive information within InSight easily, employees could annotate the data and share that within the platform.
- Interviewees described InSight as a secure system of record that allows users to self-serve and reduces the need for assistance from colleagues.
- The CIO in government explained, “InSight has allowed individuals to go to documents themselves and get some insights instead of engaging all these other individuals.”

**“More people are accessing more data in real time [with InSight].”**

*Senior director of IT operations, life sciences*

- Interviewees said InSight supports remote work and employees’ access to information. They noted that the platform is a cloud-based solution that can be accessed from anywhere as long as the user is authenticated.

**Modeling and assumptions.** To model this benefit for the composite organization, Forrester assumes:

- The composite organization has 1,000 InSight users.
- Due to enhanced collaboration with InSight, these users each save an average of 30 minutes per week.
- The average fully burdened salary of these employees is \$35 per hour.
- The productivity recapture rate for employees is 50%. This means employees convert 50% of their saved time into productive time.

**Risks.** The benefit of enhanced collaboration will vary based on:

- The number of InSight users and the time they spend in collaborative activities, such as sharing documents and information.
- The number of workflows, how often they occur, and the extent to which the organization uses InSight to make them more efficient.
- The collaboration tools the organization used prior to implementing InSight.

**“InSight improves collaboration for users whether they are clinical stakeholders or non-clinical stakeholders. It’s easy to receive and send documents, and annotate them and share notes. There’s the improved collaboration of being able to send the information through with just one click.”**

*CIO, healthcare*

**Results.** To account for these risks, Forrester adjusted this benefit downward by 20%, yielding a three-year, risk-adjusted total PV of \$905,200.

### Increased Collaboration

Ref.	Metric	Source	Year 1	Year 2	Year 3
C1	InSight users	Composite	1,000	1,000	1,000
C2	Weekly time saved due to increased collaboration with InSight (hours)	Interviews	0.5	0.5	0.5
C3	Annual time saved due to increased collaboration (hours)	C1*C2*52	26,000	26,000	26,000
C4	Productivity recapture	TEI standard	50%	50%	50%
C5	Average fully burdened hourly salary of an employee	TEI standard	\$35	\$35	\$35
Ct	Increased collaboration	C3*C4*C5	\$455,000	\$455,000	\$455,000
	Risk adjustment	↓20%			
Ctr	Increased collaboration (risk-adjusted)		\$364,000	\$364,000	\$364,000
<b>Three-year total: \$1,092,000</b>			<b>Three-year present value: \$905,214</b>		

### BETTER SECURITY AND COMPLIANCE PROCESSES

**Evidence and data.** Interviewees reported that implementing InSight provided robust security. As a centralized and secure information management platform, InSight allowed interviewees’ organizations to comply with rules and regulations, including those that are highly specific to industry and region. Additionally, InSight delivered time savings by automating the management of permissions and the retention schedule of data. In particular, interviewees highlighted productivity gains when conducting audit work. Due to InSight, employees at interviewees’ organizations required 25% less time on average to perform audit work.

- Interviewees noted that InSight helped their organizations better meet security and compliance requirements. The CIO in healthcare said: “I feel that the data is more secure [now that

we have InSight]. It’s organized, it’s in one central place.” The senior director of IT operations in life sciences added: “InSight is secure; it meets our industry’s regulatory requirements.”

- Specifically, interviewees said InSight enabled their organizations to stay compliant with the Health Insurance Portability and Accountability Act (HIPPA), the National Archives and Records Administration (NARA) regulations, various rules for financial institutions, and other laws governing

**“We used to frown upon audits and other types of compliance requirements. Now, we embrace them.”**

*Senior director of IT operations, life sciences*



their organizations. Beyond this, InSight protected personally identifiable information and allowed the organizations to abide by their non-disclosure agreements (NDAs).

- Interviewees said permissions were automated with InSight, ensuring data access was limited to authorized personnel. The CIO in government said: “InSight allows for a singular place where we can manage all those access requests and keep track of who needs access to what. It’s a streamlined and improved process.” Some interviewees said their organizations also used InSight to maintain the right levels of access when sharing documents with third parties.
- Additionally, data in InSight was automatically purged on schedule in accordance with an organization’s rules, saving oversight effort and additional time.
- Interviewees said that with InSight, their organization’s employees saved significant time on audit work because the needed information was digitized and easy to locate. Many interviewees highlighted that they no longer had to deal with the inconvenience of working through physical assets.

**“Within the InSight system, the documents can have an end-of-life date for purging. It’s highly automated — that capability is really valuable.”**

*COO, financial services*

**“Instead of having to go back and forth and setting the level of authority [and permissions to access documents], with InSight, we now have that set up in an automation.”**

*Senior director of IT operations, life sciences*

- The CIO in healthcare spoke of the improvement to audit work: “InSight is valuable because we have access [to the information], and we have the audit trail. Audit time has definitely reduced, as has the overall cost of an audit.”
- The same interviewee added that InSight helps complete urgent audit work in a timely manner: “There’s always some type of audit going on [whether it be internal or external], and some are time sensitive. Being able to produce the right information on time is helpful.”
- The COO in financial services emphasized that InSight helps meet industry standards and avoid fines: “InSight has certainly helped ensure that we are not in the position where we would potentially get fined. And it makes it easier to respond to requests.”

**Modeling and assumptions.** To model this benefit for the composite organization, Forrester assumes:

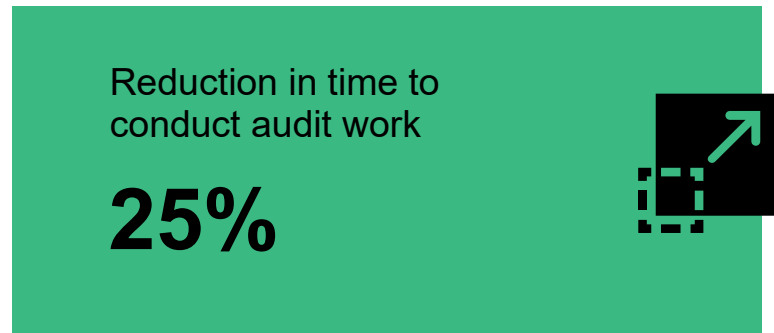
- The composite organization has 10 employees engaged in audit work.
- Due to InSight, there is a 25% reduction in the time it takes the employees to perform this work.
- The average fully burdened salary of these employees is \$45 per hour.

- The productivity recapture rate for employees is 50%. This means employees convert 50% of their saved time into productive time.

**Risks.** The benefit of better security and compliance processes will vary based on:

- Security and compliance systems and processes in place prior to using InSight.
- The rules and regulations governing the organization.
- The amount of data and the audit work required.

**Results.** To account for these risks, Forrester adjusted this benefit downward by 15%, yielding a three-year, risk-adjusted total PV of \$247,300.



Better Security And Compliance Processes					
Ref.	Metric	Source	Year 1	Year 2	Year 3
D1	InSight users who engage with audits	Composite	10	10	10
D2	Reduction in time it takes to perform audit work with InSight	Interviews	25%	25%	25%
D3	Total organizationwide time savings due to InSight (hours)	$D1 \times D2 \times 2,080$	5,200	5,200	5,200
D4	Productivity recapture	TEI standard	50%	50%	50%
D5	Average fully burdened hourly salary of an employee	TEI standard	\$45	\$45	\$45
Dt	Better security and compliance processes	$D3 \times D4 \times D5$	\$117,000	\$117,000	\$117,000
	Risk adjustment	↓15%			
Dtr	Better security and compliance processes (risk-adjusted)		\$99,450	\$99,450	\$99,450
<b>Three-year total: \$298,350</b>			<b>Three-year present value: \$247,317</b>		

**REDUCED STORAGE COSTS**

**Evidence and data.** By digitizing their physical assets with the move to InSight, interviewees’ organizations saved costs because they no longer needed to pay a third party for offsite storage or maintain their own onsite storage space.

- After the implementation of InSight, interviewees’ organizations retained far fewer assets in physical form. For example, the CIO in healthcare reported, “The number of documents that are physically stored has gone down dramatically, and it continues to go down.”
- Interviewees noted that electronically storing their data was less expensive than physical storage.

For most of their organizations, these cost savings resulted from no longer needing to pay for offsite third-party storage.

- As the CIO in government noted: “Obviously, the cost to store electronically is much cheaper. We were paying for document storage in facilities, and now we’ve switched it to electronic — it’s a substantial savings.”

- The healthcare organization stored physical documents onsite in a space it maintained. After the digitization with InSight, it repurposed that space for core business activity and revenue generation. The CIO there summarized: “Our record storage space was a cost. Now it has been turned into revenue producing.”

**Modeling and assumptions.** To model this benefit for the composite organization, Forrester assumes \$100,000 is saved per year due to a reduction in storing physical documents.

**Risks.** The benefit of reduced storage costs will vary based on:

- The volume of physical assets.
- Whether or not physical assets are stored offsite or onsite and the associated costs.

**Results.** To account for these risks, Forrester adjusted this benefit downward by 15%, yielding a three-year, risk-adjusted total PV of \$211,400.

**“Due to storing assets digitally rather than physically, there’s a significant savings — I would say anywhere from 25% to 50%.”**

*Senior director of IT operations, life sciences*

Reduced Storage Costs					
Ref.	Metric	Source	Year 1	Year 2	Year 3
E1	Costs saved from a reduction in storing physical documents	Interviews	\$100,000	\$100,000	\$100,000
Et	Reduced storage costs	E1	\$100,000	\$100,000	\$100,000
	Risk adjustment	↓15%			
Etr	Reduced storage costs (risk-adjusted)		\$85,000	\$85,000	\$85,000
<b>Three-year total: \$255,000</b>			<b>Three-year present value: \$211,382</b>		

**UNQUANTIFIED BENEFITS**

Interviewees mentioned the following additional benefits that their organizations experienced but were not able to quantify:

- Revenue uplift.** Interviewees provided examples of how InSight drove revenue at their organizations. This usually entailed using data to support new business opportunities or to better serve existing customers. For example, because

of InSight, the life sciences firm was able to undertake additional R&D projects, while the healthcare organization reduced its churn rate among patients.

Other interviewees felt that the productivity gains realized with InSight ultimately supported revenue because customer representatives who saved substantial time could open and manage more accounts.

- **Improved customer experience.** Interviewees reported that InSight improves customer experiences by boosting the speed and accuracy of service. The CIO in healthcare said: “InSight helps find the right information at the right time for the right individual. It improves patient experience. When the patient calls, all the information they need is available — it’s accurate with a quicker turnaround time. ... Our first-pass resolution has increased by 50% with InSight.”

Other examples included the government agency more quickly executing Freedom of Information Act (FOIA) requests, and the financial services firm efficiently answering inquiries because InSight served as a central system to easily access documentation and information related to customer accounts.

- **Data is more actionable.** Interviewees’ organizations possessed vast amounts of documentation and other data that spanned many years and business units. They maintained this material mostly for compliance reasons, and

**“We used to hold data and records to be compliant — a good way of describing it is legacy data. Now it’s changed to this is a huge benefit to us. We’re able to pull in this data and build studies and R&D programs. We have actionable data. It’s invaluable.”**  
*Senior director of IT operations, life sciences*

it offered little apparent business value. However, once the organizations implemented InSight, it became easy to search for and understand this previously neglected data. The organizations learned new insights from their data and could take action based on it.

With this use case of InSight, projects at the life sciences firm commonly finished 15% faster and leveraged 25% more data. The senior director of IT operations there summarized: “InSight makes us better researchers. We’re pulling in data, adding depth and breadth to the projects and everything else that we’re working on collaboratively. ... That’s very valuable to us as an organization.”

- **Iron Mountain as a full-service solution.** Many of the interviewees’ organizations already had longstanding relationships with Iron Mountain and its document and information management services and solutions and said they viewed their InSight investment as a natural next step. The CIO in government stated, “For those organizations that are paying for storage [and transportation], scanning, media conversion, destruction, and so on, InSight is definitely another value-add into Iron Mountain’s broader

**“InSight results in better business decisions, and better business decisions can result in improved revenue.”**

*CIO, healthcare*

portfolio of meeting needs related to media management.”

Interviewees concluded that having all of these solutions available from one trusted vendor was beneficial and that their organizations saw cost and time savings from not having to work with multiple third parties. The COO in financial services said, “There are natural synergies that occur with workflows of the overall solution set.”

### FLEXIBILITY

The value of flexibility is unique to each customer. There are multiple scenarios in which a customer might implement InSight and later realize additional uses and business opportunities, including:

- **Having flexible and compliant data management into the future.** Interviewees said they foresee InSight meeting their document and information management needs into the future, even as those needs evolved. For example, they said that even if their organizations’ security requirements change or become more complex, they have confidence that InSight and Iron Mountain can satisfy them. For example, the CIO in government said: “I have confidence in Iron Mountain. I certainly think they would meet the changes and the requirements needed.”

**“We picked Iron Mountain because they’re an end-to-end provider. Rather than having to partner with multiple vendors, Iron Mountain is a one-stop shop for all our digital storage, information management, and content services needs.”**

*CIO, healthcare*

Another organization was quickly growing and actively acquiring new businesses, and the interviewee highlighted that InSight provided a convenient way to digitize any newly obtained physical assets. InSight was viewed as a key tool in digitization and modernization efforts.

Flexibility would also be quantified when evaluated as part of a specific project (described in more detail in [Appendix A](#)).

**“Data is so critical to how we run our business. InSight focuses us around that and allows us to grow our initiatives.”**

*Senior director of IT operations, life sciences*

# Analysis Of Costs

■ Quantified cost data as applied to the composite

Total Costs							
Ref.	Cost	Initial	Year 1	Year 2	Year 3	Total	Present Value
Ftr	Licensing costs to Iron Mountain	\$0	\$605,000	\$605,000	\$605,000	\$1,815,000	\$1,504,545
Gtr	Internal labor for implementation and management	\$198,000	\$33,000	\$33,000	\$33,000	\$297,000	\$280,066
	Total costs (risk-adjusted)	\$198,000	\$638,000	\$638,000	\$638,000	\$2,112,000	\$1,784,611

## LICENSING COSTS TO IRON MOUNTAIN

**Evidence and data.** Interviewees' organizations paid annual licensing fees to Iron Mountain for the use of InSight.

- These costs varied across organizations. Interviewees said they were driven in large part by the number of users and the volume of documents and data.
- Some interviewees' organizations paid to include Iron Mountain professional services with the licensing fees.

**Modeling and assumptions.** To model this cost for the composite organization, Forrester assumes:

- The composite organization pays \$550,000 in annual licensing costs.
- Pricing may vary. Contact Iron Mountain for additional details.

**Risks.** The costs of licensing will vary based on:

- The number of users.
- The volume and formats of data.
- The scope of the implementation, including any professional services required.

**Results.** To account for these risks, Forrester adjusted this cost upward by 10%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$1.5 million.

Licensing Costs To Iron Mountain						
Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
F1	Licensing costs to Iron Mountain	Interviews	\$0	\$550,000	\$550,000	\$550,000
Ft	Licensing costs to Iron Mountain	F1	\$0	\$550,000	\$550,000	\$550,000
	Risk adjustment	↑10%				
Ftr	Licensing costs to Iron Mountain (risk-adjusted)		\$0	\$605,000	\$605,000	\$605,000
<b>Three-year total: \$1,815,000</b>			<b>Three-year present value: \$1,504,545</b>			

### INTERNAL LABOR FOR IMPLEMENTATION AND MANAGEMENT

**Evidence and data.** Some employees at the interviewees' organizations dedicated time to the implementation and ongoing management of InSight.

- Implementations ranged from two to nine months.
- The labor required depended on factors such as the volume of data and the scope of the implementation.

**Modeling and assumptions.** To model this cost for the composite organization, Forrester assumes:

- Three of the composite organization's employees spend six months implementing InSight.
- One employee spends 25% of the work week on the ongoing management of InSight.
- The average fully burdened annual salary of employees who provide labor for implementation and ongoing management is \$120,000.

**Risks.** The cost of internal labor for implementation and management will vary based on:

- The scope of implementation, including the number of users and data.
- Use cases for InSight.
- The skill sets of employees.
- The average fully burdened salaries of employees.

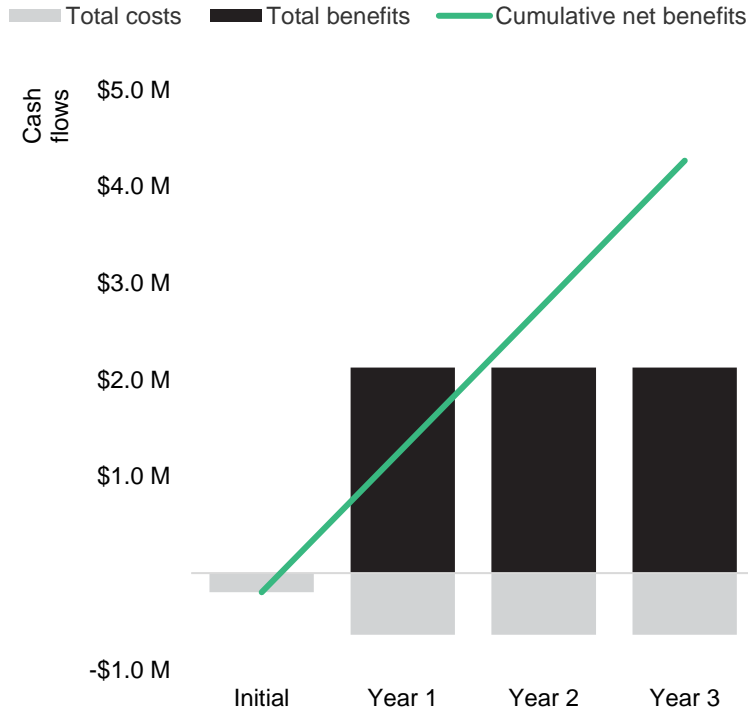
**Results.** To account for these risks, Forrester adjusted this cost upward by 10%, yielding a three-year, risk-adjusted total PV of \$280,000.

Internal Labor For Implementation And Management						
Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
G1	Employees involved with implementation and ongoing management of InSight	Interviews	3	1	1	1
G2	Proportion of year spent on InSight	Interviews	0.5	1.0	1.0	1.0
G3	Percent of time spent on InSight	Interviews	100%	25%	25%	25%
G4	Fully burdened annual salary of an employee involved with implementation and management of InSight	Composite	\$120,000	\$120,000	\$120,000	\$120,000
Gt	Internal labor for implementation and management	$G1 \times G2 \times G3 \times G4$	\$180,000	\$30,000	\$30,000	\$30,000
	Risk adjustment	↑10%				
Gtr	Internal labor for implementation and management (risk-adjusted)		\$198,000	\$33,000	\$33,000	\$33,000
<b>Three-year total: \$297,000</b>			<b>Three-year present value: \$280,066</b>			

# Financial Summary

## CONSOLIDATED THREE-YEAR RISK-ADJUSTED METRICS

### Cash Flow Chart (Risk-Adjusted)



The financial results calculated in the Benefits and Costs sections can be used to determine the ROI, NPV, and payback period for the composite organization's investment. Forrester assumes a yearly discount rate of 10% for this analysis.

These risk-adjusted ROI, NPV, and payback period values are determined by applying risk-adjustment factors to the unadjusted results in each Benefit and Cost section.

### Cash Flow Analysis (Risk-Adjusted Estimates)

	Initial	Year 1	Year 2	Year 3	Total	Present Value
Total costs	(\$198,000)	(\$638,000)	(\$638,000)	(\$638,000)	(\$2,112,000)	(\$1,784,611)
Total benefits	\$0	\$2,126,390	\$2,126,390	\$2,126,390	\$6,379,170	\$5,288,016
Net benefits	(\$198,000)	\$1,488,390	\$1,488,390	\$1,488,390	\$4,267,170	\$3,503,405
ROI						196%
Payback						<6 months



## Appendix A: Total Economic Impact

Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders.

### TOTAL ECONOMIC IMPACT APPROACH

**Benefits** represent the value delivered to the business by the product. The TEI methodology places equal weight on the measure of benefits and the measure of costs, allowing for a full examination of the effect of the technology on the entire organization.

**Costs** consider all expenses necessary to deliver the proposed value, or benefits, of the product. The cost category within TEI captures incremental costs over the existing environment for ongoing costs associated with the solution.

**Flexibility** represents the strategic value that can be obtained for some future additional investment building on top of the initial investment already made. Having the ability to capture that benefit has a PV that can be estimated.

**Risks** measure the uncertainty of benefit and cost estimates given: 1) the likelihood that estimates will meet original projections and 2) the likelihood that estimates will be tracked over time. TEI risk factors are based on "triangular distribution."

The initial investment column contains costs incurred at "time 0" or at the beginning of Year 1 that are not discounted. All other cash flows are discounted using the discount rate at the end of the year. PV calculations are calculated for each total cost and benefit estimate. NPV calculations in the summary tables are the sum of the initial investment and the discounted cash flows in each year. Sums and present value calculations of the Total Benefits, Total Costs, and Cash Flow tables may not exactly add up, as some rounding may occur.



### PRESENT VALUE (PV)

The present or current value of (discounted) cost and benefit estimates given at an interest rate (the discount rate). The PV of costs and benefits feed into the total NPV of cash flows.



### NET PRESENT VALUE (NPV)

The present or current value of (discounted) future net cash flows given an interest rate (the discount rate). A positive project NPV normally indicates that the investment should be made unless other projects have higher NPVs.



### RETURN ON INVESTMENT (ROI)

A project's expected return in percentage terms. ROI is calculated by dividing net benefits (benefits less costs) by costs.



### DISCOUNT RATE

The interest rate used in cash flow analysis to take into account the time value of money. Organizations typically use discount rates between 8% and 16%.



### PAYBACK PERIOD

The breakeven point for an investment. This is the point in time at which net benefits (benefits minus costs) equal initial investment or cost.

## Appendix B: Endnotes

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<sup>1</sup> Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders.

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