

FREQUENTLY ASKED QUESTIONS

| GENERAL | |
|--|--|
| QUESTION | RESPONSE |
| What is Iron Mountain InSight®? | Iron Mountain InSight Enterprise Edition is Iron Mountain’s enterprise content services platform that uses artificial intelligence (AI) and machine learning (ML). It automatically classifies and extracts metadata from physical and digital data, providing business insights and data governance. InSight incorporates interactive data feeds to further enhance your organization's valuable data for content searching and onwards processing or analysis. In addition, Enterprise Edition integrates with Iron Mountain Policy Center (PCS) to supply retention and privacy data. |
| What is Iron Mountain InSight Essential Edition? | Iron Mountain InSight Essential Edition is a version of InSight that combines scanning and digital storage with enhanced OCR technology to enable content searching without the robust functionality offered via InSight Enterprise Edition. |
| If I adopt Iron Mountain InSight Essential Edition, can I later migrate to Iron Mountain InSight Enterprise Edition? | Iron Mountain InSight leverages various Machine Learning and AI API’s and customer built processors, working with our partner Google to leverage their rich heritage in this space as well as building and developing our own as required. InSight Essential utilizes optical character recognition (OCR) technology through the Google Cloud Vision API, thus making the contents of your ingested documents completely searchable via text or index field and available for many file types and in 50+ languages. |
| What is the difference between AI and ML? | <ul style="list-style-type: none"> ● Artificial Intelligence (AI) is the ability of a computer program or a machine to think and learn. In general use, the term means a machine which mimics human cognition - a decision tree to come up with an answer based on a (potentially very complex) set of user inputs. AI is in practical terms the ‘super set terminology’ — in sales, marketing, and in the press, folks talk about ‘AI.’ Machine Learning and Deep Learning are essentially subsets of AI — different things but often caught up in the broader term of AI. In essence, artificial intelligence is the broader concept of machines being able to carry out tasks in a way that we would consider “smart.” ● Machine Learning (ML) is a subset of AI, and is the current application of AI based around the idea that we should really just be able to give machines access to data and let them learn for themselves. Machine learning uses algorithms to find patterns in data, and then uses a model that recognizes those patterns to make predictions on new data. When something is capable of machine learning, it means it’s performing a function with the data given to it, and gets progressively better at that function without being explicitly programmed. |
| I thought that Iron Mountain stored and shredded documents. Is Iron Mountain a technology company now? Why should I trust them with my company’s ML/AI needs? | As the trusted guardian of information for 95 percent of Fortune 1000 companies, we know firsthand the challenges of understanding and acting on data. Whether it's a global insurance company or an oil and gas conglomerate, our customers depend on us to help make their physical and digital information useful and accessible while keeping it safe. |
| What verticals does InSight support? | InSight’s initial focus is on the Financial Services, Insurance, Oil & Gas, and Media & Entertainment verticals. However the Iron Mountain customer base covers a variety of sectors and industries in which Iron Mountain InSight is perfectly placed to provide value and unlock content. |
| Does Iron Mountain InSight work with other Iron Mountain applications? | Yes, InSight works with Iron Mountain Connect™, the secure gateway that authenticates all users and with Iron Mountain Policy Center, our information governance, enablement and enforcement tool. |

| | |
|---|---|
| How does Iron Mountain InSight differ from analytics products like Tableau etc. | Iron Mountain InSight is an intelligent content management platform delivering Machine Learning/Artificial Intelligence, metadata extraction and classification overlaying external data feeds to complement the data with enhanced text and visual searching capabilities. Applications like Tableau are data visualization/business intelligence tools using – for example - the output from ML activities as dashboards or other formats to enable analysis or provide predictions/recommendations based on rules. |
| What browsers are supported? | Google Chrome is currently supported. |
| Is Single Sign-On (SSO) available? | Yes. InSight uses Security Assertion Markup Language (SAML) SSO to integrate with Iron Mountain Connect. |
| Will all of our employees/users be able to access InSight? How does user licensing work? | When accessed via Iron Mountain Connect, InSight neither requires paid licenses nor restricts the number of users. Designated ‘administrative’ users have the ability to create and manage as many users as is required. Role-based permissions enable authorized users to access only the information that they need, wherever and whenever they need it. Customers using Single Sign On through their own domain will have an additional setup fee and require additional support in adding users. However, there is no ongoing fee for user volume outside of the initial setup. |
| Is Iron Mountain InSight localized? | The Iron Mountain InSight user interface has been translated & localized for US English, French Canadian, UK English, Brazilian Portuguese, German, French, Dutch and Spanish. Additional translation & localization may be available in future releases. |
| What types of files can be used by Iron Mountain InSight? I have video, paper, audio, back up tapes, etc.... can they all be used? | There are over 50 file types supported by Iron Mountain InSight, including video formats, image formats, Microsoft office documents, PDF, text and more. |

| PRODUCT/PLATFORM FUNCTIONALITY | |
|---|---|
| Question | Response |
| What unique functionality does InSight provide? | InSight Enterprise Edition leverages state-of- the-art classification and extraction machine learning models in a cloud-native platform that offers content analytics, information governance, and workflow automation features. It integrates and leverages physical documents, as well as data that is digitally born in existing systems or from external digital data sources, and then provides analytics across the spectrum of data types. Combined, these features enable you to enrich the data across your physical and digital assets, and to search and access content via a powerful visual search UI. Finally, if desired, integration with either a workflow component to support downstream processes or our Policy Center Service enables consistent application of retention or privacy related policies to the classified documents. |
| How is system availability handled? | InSight is deployed on Google Cloud Platform (GCP) using best-in-class multi-zonal infrastructure at the storage, application, and machine learning layer. Each component is fully redundant with best-in-class cloud availability. |
| Where can Iron Mountain InSight ingest assets from? | Iron Mountain InSight supports ingestion from the following repositories: Amazon® Web Services, Microsoft Azure, GCP, Iron Mountain Iron Cloud, ECMs (including but not limited to SharePoint, Alfresco and OpenText), Google Drive, Dropbox, Network File Systems (NFS), as well as data from tape. |
| Are there limitations to the file formats that can be viewed within Iron Mountain InSight? | Any of the 50+ ingestible file formats, including but not limited to .doc, .gif, .pdf, .ppt, .tif, .xls, can be viewed in Iron Mountain InSight. |

| Is there a limit to asset size? | For standard pricing, the average weighted size of an asset must be 20MBs or less. Iron Mountain is able to accommodate larger objects, but the pricing may require review. In addition, for video-centric use cases, largely seen in the Media & Entertainment vertical, there is a specialized pricing model that adheres to the same subscription tier framework, but is based on minutes of video. | | | | | | | | |
|---|--|-------------|-----------|-------------------------------|----------|-------------------|---------|--------------------|----------|
| Can extracted data be corrected on the fly? | Extracted metadata fields can be assigned as editable metadata fields during setup to allow users with the proper role to edit the fields at will. Iron Mountain InSight tracks all changes, and can generate a report upon request. | | | | | | | | |
| Where are customer assets stored? | <ul style="list-style-type: none"> • Customer data is stored in an Iron Mountain owned InSight Google Cloud Platform instance in a dedicated region / zone. • Transferred data may be sent to a Google Drive or other intermediary landing zone. This storage location must be encrypted with limited access to only the Implementation Team (previously defined). • Data is stored in the Iron Mountain InSight Core Data Vault storage component consisting of GCS, PostgreSQL, and Cloud Spanner. | | | | | | | | |
| Where are InSight environments deployed today? | <ul style="list-style-type: none"> • United States • Canada • Europe | | | | | | | | |
| Does Iron Mountain InSight have data centers in Canada? | There is a datacenter located in Montreal and Iron Mountain InSight supports the Canadian Personal Information Protection and Electronic Documents Act (PIPEDA). | | | | | | | | |
| Does InSight support GDPR requirements? | Yes, GDPR requirements are followed with environments available in the EU. | | | | | | | | |
| What type of searches are supported? | Iron Mountain InSight supports text searches (including but not limited to keyword, phrase, fuzzy match, proximity and grouping) and similarity searches. Additionally, users can build and layer search filters to add further capabilities to any search. Users can search not only on text but also objects, logo's, speech from videos, map locations and more. | | | | | | | | |
| Is it possible to delineate a search to documents that have not been searched previously? Or would it be preferable to use a Julian scan date? | A search reviews all data that you have access to in your repository. After you save a search as a collection, you can open it and rerun the search, filtering on the date to see only recent documents. | | | | | | | | |
| What file types can Iron Mountain InSight export? | Iron Mountain InSight supports over 50+ file formats, and exports files in their original format or as PDF. | | | | | | | | |
| Can you email a file from Iron Mountain InSight? | For security reasons, files can be exported or shared to other Iron Mountain InSight® users, however, files cannot be emailed directly from within the application. Users are able to download, then email, files. | | | | | | | | |
| Are there different user roles in Iron Mountain InSight? | User roles continue to be added to Iron Mountain InSight. Roles add flexibility so that user responsibilities can be configured in a variety of ways. Roles determine which functionality and tasks a user has permission to perform. | | | | | | | | |
| How long does Iron Mountain InSight retain audit logs? | <p>Iron Mountain InSight uses GCP Stackdriver to centrally retain all application, firewall and network logs. These logs are not editable and are retained for at least 30 days or as noted below:</p> <table border="1" data-bbox="511 1732 1356 1873"> <thead> <tr> <th>Type of Log</th> <th>Retention</th> </tr> </thead> <tbody> <tr> <td>Administrative Activity Audit</td> <td>400 days</td> </tr> <tr> <td>Data Access Audit</td> <td>30 days</td> </tr> <tr> <td>System Event Audit</td> <td>400 days</td> </tr> </tbody> </table> | Type of Log | Retention | Administrative Activity Audit | 400 days | Data Access Audit | 30 days | System Event Audit | 400 days |
| Type of Log | Retention | | | | | | | | |
| Administrative Activity Audit | 400 days | | | | | | | | |
| Data Access Audit | 30 days | | | | | | | | |
| System Event Audit | 400 days | | | | | | | | |

| | | |
|---|---|----------|
| | Access Transparency | 400 days |
| | Other logs | 30 days |
| | Audit logs include downloads and exports. | |
| At what periodicity does Iron Mountain InSight back up data? | Iron Mountain InSight backs up data every four hours. Data backups run in multiple zones with failover built into the architecture. | |

| MARKETS & POC | |
|--|--|
| Question | Response |
| What are the industries Iron Mountain InSight is pursuing? | Initial focus is on Energy, Financial Services, Insurance (including Healthcare), Media & Entertainment, Life Sciences, as well as horizontal applications across all industries. |
| What are the use cases for those industries? | <p>Detailed use cases currently supported include (but are not limited to):</p> <ul style="list-style-type: none"> ● Energy - Search visually for similar images to understand and explore graphical data such as seismic data and soil composition ● Financial Services - Mortgage package completeness, including document and signatures, SN matches, fraud detection and searching microfilmed account information ● Financial Services - Loan application processing, including document signatures, identity matching and fraud detection ● Insurance: <ul style="list-style-type: none"> ○ Claims processing: Property insurance, fraud identification ○ Media & Entertainment: Copyright violations, distribution rights infringement and contract breaches, manually identifying relevant media clips ● Media & Entertainment - Clipification of video data in to 30, 60, 90 or 120 second clips or utilization of specific triggers, with voice to text conversion allowing full searching of the converted text |
| How do we figure out if our particular use case is feasible? | <p>Thorough discovery sessions are crucial for Iron Mountain to understand the exact nature of your needs. They also allow us to align the benefits you are looking for to the solution design. These sessions involve the Iron Mountain InSight Sales, Pre-Sales, Product and Engineering teams and potentially Google.</p> <p>When requirements fall outside of scope, we strive to solve or road map a solution. And the InSight team is building a table of common use cases to assess feasibility and ability to deliver.</p> |
| I need to prove the solution works for my company. Will Iron Mountain let me do a POC with Iron Mountain InSight? | <p>Iron Mountain is very happy to provide POCs for customers to prove out the benefits. POCs are chargeable activities and limited in volume and in scope in terms of document types and entities for extraction. An average POC runs for 2-6 weeks with the goal of proving a specific challenge, rather not as a mini project for the full scope and requirements.</p> <p>Iron Mountain will provide access for up to 5 users access for a limited timeframe. At the end of this time, all data will be removed from the Iron Mountain InSight platform.</p> |
| Do I need to do a POC or can we move quickly into production? | <p>A POC is not a requirement to progress with Iron Mountain InSight. We prefer to move straight to contract once the use case and requirements have been documented and approved by both Iron Mountain and your organization.</p> <p>InSight Sales and Pre-Sales resources ensure your requirements meet capability for successful delivery. Part of this process is a feasibility study, where we request a small number of your documents to test, focusing on your key challenges, confirming the type of result you can expect to receive.</p> |
| Does your solution depend on the analysis, training, or development of each document type? | The goal of Iron Mountain's approach is to minimize or eliminate the need to train for a given customer once the ML has been fully trained. For the initial POC, we engage with customers to refine the current models to reach this goal. To that end, we will require training data for document classes, but will not require customer resources to review / correct classification. |

| | |
|---|---|
| | Our internal resources will perform these tasks, resulting in high classification accuracy for your content. |
| What kind of Return on Investment (ROI) can I expect from Iron Mountain InSight? | <p>Return on Investment (ROI) is measured in different ways for any customer; however, our research has given us the following high-level expectations.</p> <ul style="list-style-type: none"> • 46% reduction in cost vs DIY • 2x more insight to your data • 92% reduction in time to value <p>Assumptions: TCO & Iron Mountain InSight analysis represents a typical implementation over 3 years scanning 5M sheets (10K sheets = 1 GB) with 3 extraction fields containing 10 characters per field. 1x PowerEdge R930 Rack Server @ 20% discount; 1x Unity 350F/4TB @ 50% discount; Oracle database @ 50% discount; 10 FTEs at \$64K salary (blended 50%/50% on-shore/off-shore).</p> <p>TTV based on Iron Mountain scanning and indexing times, assuming 8 weeks x 3ML engineers to create document class models, and 6 months x 10 FTE to deploy hardware and software.</p> |
| Are there particular deal sizes or amount of data that Iron Mountain InSight looks for? How big is big enough? | <ul style="list-style-type: none"> • Typical annual contract value for year 1 expected to be \$367K (not including implementation, which is typically ~\$50-150K) • Small would be considered in the \$80K - \$150K per annum • Medium would be considered in the \$300K to \$450K per annum • Large would be considered in the \$480K plus per annum |

| DATA/SECURITY PRIVACY | |
|---|---|
| QUESTION | RESPONSE |
| Is Iron Mountain InSight scalable? | Iron Mountain InSight is a scalable platform capable of processing petabytes of documents for multiple customers across multiple locations and in over 50 languages. |
| What is Kubernetes architecture? | Google Kubernetes architecture relies on a container orchestration system for automating application deployment, scaling, and management. This translates into an unequaled user experience, with improved performance and reliability, and faster deployments. |
| How are deployments managed? | Iron Mountain InSight is Iron Mountain's first fully containerized platform using cloud-native deployments. Its continuous integration and delivery platform (CI/CD) automates the deployment processes from development to production. |
| Are you sharing my data with others? | No. Iron Mountain does not share customer data outside of those required to meet the contracted services. All third party interest is clearly defined and detailed within legal agreements pertaining to the service. |
| Who would own the ML model for my document types? | <p>Google will own some of the ML models and some will be owned by Iron Mountain. The customer will clearly own the customer data. In either case, the collection of advanced algorithms for classification, metadata extraction, and analysis will be available to deliver high value outcomes to our customers.</p> <p>Customer data will be used to train the neural networks that enable the ML algorithms, but will never be exposed to anyone but the customer that owns the data.</p> <p>Vertical specific classification and analysis algorithms will be available.</p> |
| What type of security is built into Iron Mountain InSight? | <p>Iron Mountain uses CA Securecenter to enforce security measures, including but not limited to:</p> <ul style="list-style-type: none"> • Password complexity / expiration policies • Three tier network architecture / multiple firewalls • Vulnerability scanning / remediation • Salted SHA encryption for user passwords • HTTPS communication protocol |

| | |
|--|--|
| | <ul style="list-style-type: none"> Customer data is never shared |
| Is there a master key per customer account? | Each Iron Mountain InSight customer instance has its own set of unique data keys, and customer data is never shared. |
| Is Iron Mountain InSight® FedRAMP authorized? | Work is underway to be FedRAMP-ready by end of Q4 2020, as well as Moderate FedRAMP-authorized in 2021. |
| What compliance regulations are followed? | <ul style="list-style-type: none"> InSight data access controls are governed by compliance with ISO 27001, SOC2, NIST 800-53, HIPAA and GDPR as well as other compliance required by customers and Iron Mountain Global Risk & Security Iron Mountain InSight is in the process of complying with these corporate/customer-mandated requirements and started conducting formal audits in Q4 2019 Iron Mountain as an organization is ISO/IEC 2700:2013-certified as is GCP (https://cloud.google.com/security/compliance/iso-27001/). ISO 27001 certification operates on a 3-year cycle, with surveillance audits in between to ensure the organization is operating and properly maintaining the Information Security Management System (ISMS). |
| How do I get my assets to Iron Mountain for a Feasibility Study, Pilot or Implementation? | <ul style="list-style-type: none"> Iron Mountain uses secure methods with encryption to transfer all customer data(as previously defined) and complies with all customer transfer requirements. Data is generally provided using one or all of the following methods: <ul style="list-style-type: none"> Google Cloud Storage (GCS) or Google Drive Amazon Web Services (AWS) or other cloud providers' S3 buckets Direct pull from the customer storage location (e.g., SFTP, SharePoint, and FileNet). When pulling from GCS or Google Drive, the use of a Google Service Key is employed so as not to use an individual's account Similarly with AWS, a secret access key is used for the access. Transfer methods use Secure Sockets Layer (SSL) with strong protocols, such as Transport Layer Security (TLS) 1.2 or higher Email is not a supported method of transfer |
| Who has access to my documents/assets when engaged in a Feasibility Study, Pilot or Implementation? | <ul style="list-style-type: none"> InSight provides access of least privilege to POC personnel, Data Scientists, Support and other Dev-Ops personnel collectively defined as the Implementation Team. Customer data is defined as customer metadata and documents as well as other privileged data provided by a customer for a POC or contracted services. |
| Are there security logs with InSight deployments that can be reviewed/audited? | <p>InSight systems are continuously monitored for security and use. All actions taken by personnel on production systems are logged in Google's Stackdriver and scanned for threats. The following activities are logged:</p> <ul style="list-style-type: none"> Firewall logs, changes in network or DNS configuration Allow/deny logging based on the rule set. IP based communication. API requests to internal and external services. Privilege escalation requests, administrative access logging. User access to data and user profile information User access and permissions granted/revoked <p>The following steps are taken to ensure that the log files cannot be changed:</p> <ul style="list-style-type: none"> Logs are centrally stored in GCP Stackdriver (they are not editable) Logs are actively available for 90 days and archived for 1 year <p>Log content includes:</p> |

| | |
|--|--|
| | <ul style="list-style-type: none"> • Logs provide the details of the transaction as well as the user or IP requesting • Logs do not contain specific customer data |
|--|--|

| PRICING/PACKING | |
|---|--|
| QUESTION | RESPONSE |
| Do I need to utilize and pay for all services; imaging, policy center ML/AI and analytics or can I select what I need? | The solution is modular, so you can select from the components you need and add other functionality at a speed to match your plans and budget. |
| What does the pricing model look like for this platform? | Your requirements will be collected by the Sales and Solution Engineering teams, who will develop a pricing quote for your specific solution. The discovery phase is a crucial activity to ensure we provide you with the quote based on what you need to deliver the right value and return on your investment. |

| GOOGLE PARTNERSHIP & CLOUD | |
|---|---|
| QUESTION | RESPONSE |
| What is the nature of Iron Mountain's relationship with Google? | Iron Mountain and Google have teamed up to leverage cloud technology and AI/ML to make data more actionable and valuable. Our partnership with Google Cloud brings two industry-leading players together to deliver a new category of solutions for organizations looking to utilize their data's value, while closely managing their security and privacy. |
| How are the companies going to market together? | Iron Mountain will deliver a seamless, end-to-end content analytics platform – delivered as a service – leveraging Google's industry-leading AI/ML. |
| Why did Iron Mountain choose to use the Google Cloud Platform ? | GCP is purpose-built for analytics, and offers leading AI/ML technology with high grade security features to protect our customers' assets. |
| Why is Iron Mountain partnering with Google? | In order to help our customers unlock the potential of their data, Iron Mountain sought to combine our information management expertise with industry-leading machine learning and artificial intelligence. At the same time, Google Cloud was exploring opportunities to partner with data management providers. We believe that Google Cloud not only has industry-leading machine learning and artificial intelligence technology in the market, but clearly shares our view on how we can serve customers together. |
| Google already holds an enormous amount of data on consumers and businesses across the globe. Are you concerned about privacy in providing them with access to your client data? | Iron Mountain is trusted by 95 percent of Fortune 1000 companies with their information assets. Working together, Iron Mountain and Google Cloud will deliver solutions that provide the peace of mind that an organization's high-value data remains secure, protected and available. Iron Mountain's security practices are guided by high corporate standards and driven by business-focused teams that are dedicated to safeguarding information and assets. |
| In selecting Google Cloud, how did you assess its capabilities to serve multi-cloud environments? | Google as a cloud platform operates in multi-cloud environments, and the Iron Mountain solution will work with multi-cloud environments. Detailed connectivity and integrations are being planned, and announcements will follow on those capabilities. |
| Is InSight also available on-premises? | No, we do not currently have a plan to extend the service to be available on-premises. |

| SUPPORT & FEEDBACK | |
|--|---|
| QUESTION | RESPONSE |
| What type of quality assurance testing is performed on Iron Mountain InSight? | <p>Iron Mountain InSight Quality Assurance team uses both manual testing and automated regression testing to ensure the application's quality at a platform level and for any new updates, patches or releases.</p> <p>Each customer's instance and implementation activity also includes internal testing by Iron Mountain prior to release.</p> |
| What type of user support is available? | <p>Iron Mountain InSight support is available 24/7/365 with industry standard SLAs, with dedicated call numbers or routes to the in-country Customer Care teams to ensure you speak to a local Iron Mountain person during core business hours. InSight support is also available via a specific email address InSight.Support@ironmountain.com and chat available within Iron Mountain Connect/InSight.</p> <p>Initial 1 hour online training for internal SMEs as part of implementation. Face-to-face and custom training can be provided for a fee (based on scope).</p> <p>Users can also access a full User Guide with step-by-step guidance, FAQs, tutorial videos and Release Notes online via the Support link within Iron Mountain InSight.</p> |
| Can I submit suggestions or feature ideas? | <p>Iron Mountain InSight has a feedback link in the interface. All entries feed directly into our road mapping software for vetting by Iron Mountain Product Management.</p> |