FORWARD FROM AIIM

AIIM believes that every organization should be on a digital transformation journey and that Intelligent Information Management is the driver for that transformation. At the heart of all of this is information, the currency that fuels and funds the digital transformation journey. As a result, information is an organization's most valuable asset. It is the common denominator in customer experience, business agility, operational excellence, and automation. All of these stem from Intelligent Information Management.

TRANSFORM INTO A TRUE DIGITAL BUSINESS

According to our 2019 State of the Industry Report on Content Services, 79% of the organizations we surveyed recognize that they must transform into a true digital business in order to survive. As organizations begin their digital transformation efforts, they are focusing on three key areas for improvement: 1) IT processes and their modernization (58%, to give them more business agility); 2) Information Governance (42%, to make their information assets more findable, accurate, and accessible to machines); and customer experiences (39%, to increase value to customers and head off potential digital disruptors).

How important is DIGITAL TRANSFORMATION
to your organization?

| Very important	Important	Somewhat important	Not important at all
39%	40%	20%	2%
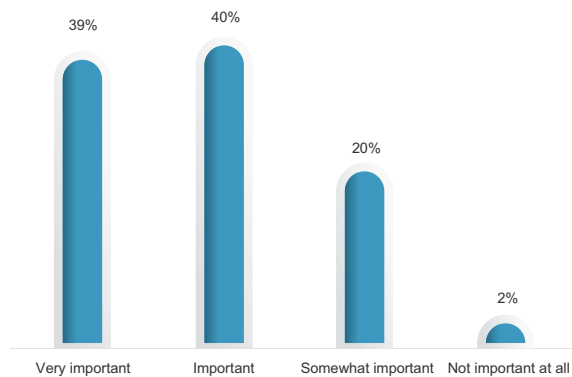
At the same time the rising tide of information that we must manage and the ever growing chaos and confusion associated with the effort imperils the Digital Transformation journey. The volume, velocity, and variety of information within most organizations often exceeds our ability to keep pace with big content challenges.

TRANSFORM INTO A TRUE DIGITAL BUSINESS

On average, organizations expect the volume of information coming into their organizations to grow from X to 4.2X over the next two years. And most importantly, they expect over 60% of this information to be unstructured.

Think about ALL of the information in your organization.
What would be your best guess for the percentage of
the total that is unstructured INFORMATION?

90%	80%	70%	60%	50%	40%	30%	20%	10%
8%	18%	23%	19%	11%	9%	9%	1%	2%

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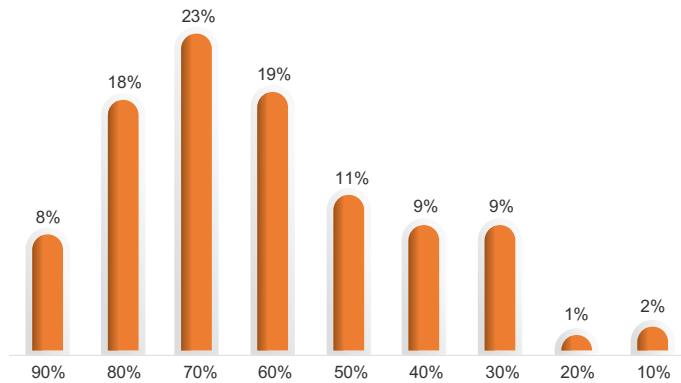
FOUR PLACES TO START

What are some ways that you can frame your decisions and strategies and start using Intelligent Information Management to drive digital transformation? Consider these four places to start, offered in the following eBook from Iron Mountain, that explore business challenges and emerging trends that are set to disrupt information management and governance:

1   **Information Lifecycle Management** - In order to maintain compliance, information must be properly managed using a comprehensive and strategic approach. What are some best practices?

2   **Records Management in the cloud** - For information managers, the cloud brings numerous uncertainties regarding security and compliance. What should you know and do?

3   **Mergers, Acquisitions and Divestitures** - Companies are merging and being purchased at an ever-increasing rate. What do you need to do to be prepared to manage information and mitigate risk?

4   **Machine Learning and AI** – These two topics are top of mind today but upwards of 95% of data is living in the dark. How can you shed light on the missing pieces for best advantage?

Find out more in this eBook from Iron Mountain *"Solve and Evolve - Overcoming information and records management obstacles and moving your business forward."*

SOLVE AND EVOLVE

Overcoming information and records management obstacles, and moving your business forward

CONTENTS

INTRODUCTION

For information and records management, there are basic challenges that stand in the way of your ability to get your job done and advance in the organization. Likewise, there are challenges that prevent your organization from moving forward into the future.

Throughout 2018, we hosted a four-part webinar series that explored the top everyday business challenges and emerging trends that are set to disrupt ongoing information management and governance operations:

- Information Lifecycle Management
- Digital Transformation
- Mergers, Acquisitions and Divestitures
- Machine Learning and AI

In this eBook, we breakdown each of these challenges and discuss how you can solve and evolve to navigate these processes.

INFORMATION LIFECYCLE MANAGEMENT

THE SITUATION

In order to maintain compliance, information must be properly managed using a comprehensive and strategic approach from creation to destruction. This helps minimize legal and compliance risks while optimizing the information's utility and value.

HOW TO SOLVE AND EVOLVE

Information managers must follow a holistic approach, emphasized by five steps, to ensure all phases of the lifecycle are executed by people, process and technology in accordance with policy.

1. **Create:** Information must first be created, identified and described according to an organization's metadata standard.
2. **Use:** Information must be made available to the required individuals or applications that rely on this to support the organization's goals and regulatory obligations.
3. **Retain:** Used information must be protected by storing it in secure repositories for as long as it is needed, according to internal and external requirements.
4. **Preserve:** Stored information must be safeguarded to ensure the accuracy and authenticity of information to meet legal, regulatory, operational, business intelligence or archival requirements.
5. **Dispose:** Information that is no longer required must be systematically destroyed or transferred it to an archive.

> "The key is getting to people early and establishing what the expectations are with the information lifecycle management processes. When needed, provide initial training and refresher courses to ensure processes are followed."
>
> – **John Kellaway**
>   **Records Program Manager**
>   **Liberty Mutual Insurance**

APPLYING RECORDS INFORMATION MANAGEMENT TO THE CLOUD

THE SITUATION

For many organizations, digital transformation is the way of the future. But for information managers, the cloud brings numerous uncertainties pertaining to security, compliance, organization and even third-party SLAs.

HOW TO SOLVE AND EVOLVE

The strategies that drive local information management policies must also be applied to the cloud environment. Thus, information management teams must work with IT to develop a cloud strategy that:

1. Ensures the cloud information database is developed to keep data well organized, regularly monitored and properly deleted.
2. Knows the enterprise architecture to allow for interoperability with diverse blueprints, frameworks and interfaces.
3. Recognizes the nature of the content being stored on the cloud and how and when it is going to be accessed.
4. Validates that the cloud environment is designed with data governance and regulatory compliance as a forethought.
5. Understands the user community, including who will need access to content and how they will be using it.
6. Fits within the management and operations framework that provides clarity on access, third-party distribution and deletion.

"Most organizations, public and private, including Iron Mountain, now have a "Cloud First" strategy. As more and more information is being created, processed, mined and managed in the Cloud, RIM pros must understand the risks and rewards related to its use."

– Sue Trombley
Managing Director, Thought Leadership
Iron Mountain

MERGERS, ACQUISITIONS AND DIVESTITURES

THE SITUATION

The state of Mergers, Acquisitions and Divestitures (MAD) is quickly accelerating. In fact, Deloitte's *The State of the Deal: M&A Trends 2018* shows that leadership teams believe M&A activity will increase in the next 12 months. Being prepared to manage information and mitigate risk during these transactions must remain a priority.

HOW TO SOLVE AND EVOLVE

Information management and governance teams must be a vocal leader from the onset of MAD activities. Working with the MAD team, information management and governance leaders should create a plan for the treatment and execution of commingled data. This plan should cover:

1. Identifying updates to policies and schedules.
2. Determining training programs and protocols.
3. Examining what information to retain and what unnecessary information can be destroyed.
4. Identifying newly acquired liabilities and legal holds and how to best manage them.

"During MAD activity, spend the time and money upfront to figure out what documentation you have. There will be pressures for you to move quick and ignore the details, but ignoring and dealing with it later makes it infinitely more difficult to address."

– **Keith Angle**
Executive Director and Group Head of Information Governance UBS

MACHINE LEARNING AND AI

THE SITUATION

Organizations want access to real-time data to better understand customer behavior, predict demand, avoid shortages and build new product and services based on real-time data. However, in a recent interview Ernst & Young's global analytics leader, Beatriz Sanz Saiz, estimates that companies use only five to 10 percent of their data, with limited-to-no resources to dedicate to analyzing the information.

HOW TO SOLVE AND EVOLVE

With upwards of 95 percent of data living in the dark, advanced analytical tools provide the opportunity for information management and governance teams to bring unparalleled insights and automation to their organizations. But given the complexities in creating a trusted AI-based information system, teams must ensure the quality of their inputs to achieve desired outputs. This is done by:

1. Identifying specific workflows that you want to make more efficient and automate.
2. Defining the inputs (physical, tape, digitally borne).
3. Determining the data visualization method.
4. Clearly defining who will use the output and how it will be used.

Lastly, remember that data is iterative and may need to be tweaked over time to account for new data sources, and user inputs.

"The concept of AI isn't new, but the increased computing power and massive data volume are making it easier to take advantage of AI technologies."

– Anke Conzelmann
    Director of Product Management
    Iron Mountain InSight

SOLVE AND EVOLVE
WITH IRON MOUNTAIN

Business operations are constantly changing so information and records managers need to follow suit. By learning how to adjust your practices to solve and evolve with the shifting nature of business, you can easily and more efficiently deal with emerging disruptions.

At Iron Mountain, we help you take care of the immediate obstacles that hinder your growth and development. Our global business is dedicated to storing, protecting, and managing your information and assets, allowing you and your organization to evolve. To learn more about the topics discussed in this eBook as well as our upcoming webinars, I encourage you to visit our Educational Webinar Series page.

NEXT STEP

The issues of lifecycle management and records management in the cloud are important ones that every information management architect should consider. This is especially true during these times of consistent change. Market factors, like the rising rate of mergers and the ever-pressing specter of artificial intelligence, will disrupt business as we know it, increasing both risk and opportunity.

Intelligent Information Management, and its potential value to organizations of all sizes and from all industries, is changing what is needed from records management and information governance. According to our research, organizations clearly understand that they have an information governance problem but are struggling with solutions.

Traditional content management capabilities are becoming increasingly commoditized and shifting from a source of competitive advantage to table stakes in a bigger value proposition centered on process improvement, automation and machine learning.

These and other subjects are topics explored in Iron Mountain's educational series. Visit ironmountain.com/educationseries for more information, to register for an upcoming session, or to download sessions from the series archive.

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ADDITIONAL RESOURCES

INFORMATION LIFECYCLE MANAGEMENT

Metadata Management Guide

Examine Your Lifecycle – Information Lifecycle Management

RIM IN THE CLOUD

5 Top Trends Driving Digital Agendas in 2018

What to do before you digitize

GET MAD! MERGERS, ACQUISITIONS AND DIVESTITURES

Advice from the Experts

Don't Procrastinate! Get that Technology Escrow Agreement Signed Now

Healthcare Mergers and Acquisitions have a profound impact on the need for information Governance

Mad Toolkits

THE ABC's OF MACHINE LEARNING

Investments in Big Data analytics AI and machine learning are on the rise

Unlocking the information trapped in records

Integrating AI into your information governance program

Does AI put your technology at risk?

IRON MOUNTAIN®