



RECORDS AND INFORMATION MANAGEMENT

MEET TODAY'S IRON MOUNTAIN®

SOLVING THE EVERYDAY CHALLENGES OF
GROWING COMPANIES

WHY SMALL AND MID-SIZED BUSINESSES CHOOSE IRON MOUNTAIN

LOTS OF BIG COMPANIES – INCLUDING 95% OF THE FORTUNE 1000 – ARE IRON MOUNTAIN CUSTOMERS. BUT WE WOULDN'T BE THE GLOBAL LEADER IN INFORMATION AND RECORDS MANAGEMENT WITHOUT THE TENS OF THOUSANDS OF SMALL AND MEDIUM-SIZED BUSINESSES THAT RELY ON OUR SERVICES.

Read the stories in this eBook and discover how Iron Mountain solves the everyday challenges of companies just like yours:

- › Freeing valuable space and reducing costs
- › Speeding access to data and records
- › Providing essential backup and continuity
- › Protecting confidential information and streamlining digital transformation initiatives
- › Staying up-to-date with the latest compliance requirements

PLEASE VISIT [IRONMOUNTAIN.COM/SMB](https://www.ironmountain.com/smb)
TO SEE HOW WE CAN BE YOUR LOCAL,
ALL-IN-ONE PROVIDER OF SECURE RECORDS
AND INFORMATION MANAGEMENT.

OUR SMALL BUSINESS SERVICES INCLUDE, BUT ARE NOT LIMITED TO, THE FOLLOWING:



Offsite Records Storage

Store documents in secure and compliant facilities



Secure Shredding

Safe, compliant, cost-effective destruction of your paper and electronic media



Image on Demand™

Scan your stored documents on an as-needed basis



Secure IT Asset Disposition

Recycle, remarket or dispose of your IT assets



Offsite Tape Vaulting

Tape and media backup and storage services



Iron Cloud Data Management

Backup, recover and archive cloud data





TABLE OF CONTENTS

04/ SIMPLIFYING COMPLIANCE

Featured Company: **Noridian Healthcare Solutions**



06/ KEEPING THE FOCUS ON FOOD

Featured Company: **Texas Roadhouse**



08/ KEEPING ENGINEERS FOCUSED ON THE BIG PROJECTS

Featured Company: **Mott McDonald**



10/ DIGITAL ACCESS DRIVES AGILE GROWTH

Featured Company: **HISPASAT**



12/ GETTING CLOSER TO PATIENTS

Featured Company: **Ochsner Health**



14/ AN ACCOUNTANT TAKES ON THE PAPERLESS CHALLENGE

Featured Company: **Great Lakes Accounting**



16/ DATA STORAGE THAT'S READY FOR HURRICANES AND HIPAA

Featured Company: **Watson Clinic LLP**



18/ SECURE STORAGE KEEPS FISERV COMPANY ON GROWTH TRACK

Featured Company: **American Stock Transfer & Trust Company**



20/ WHEN LOW TECH IS THE SMART CHOICE FOR HIGH TECH

Featured Company: **Connexity**



22/ STAY CONNECTED!

Technology and Tools Make it Easier to Do Business



ADMINISTRATIVE SERVICES/DATA PROCESSING / NORIDIAN HEALTHCARE SOLUTIONS

SIMPLIFYING COMPLIANCE

SOLUTION AT-A-GLANCE

CHALLENGE: Quickly comply with a major change in federal regulations regarding records storage

IRON MOUNTAIN SOLUTIONS:



Offsite Records Storage

Keeping up with the latest government regulations is never easy, but it's essential for any business working in Washington. You can't be just a little compliant. In nearly all cases, you need to be "all in": absolutely compliant, usually by a fixed date.

That was the challenge facing Noridian Healthcare Solutions, which provides Medicare and Medicaid claims processing services – more than 250 million claims annually on behalf of more than 25 million beneficiaries.

A BIG CHALLENGE SUDDENLY BECAME BIGGER

Noridian's sole focus has always been to provide healthcare administrative services. It's accustomed to the day-to-day challenges that come with processing

millions of records. But when the U.S. National Archives and Records Administration (NARA) issued new security and fire safety requirements for facilities that house federal records, Noridian had to make major changes. Some 300,000 cubic feet of records housed in Noridian warehouses scattered across 14 states had to be relocated to NARA-compliant facilities, and it needed to happen fast.

While it was already using Iron Mountain for scanning, shredding and other storage services, Noridian considered a do-it-yourself (DIY) option (upgrading its own warehouses to be NARA-compliant) and looked at other vendors. Iron Mountain got the job by demonstrating both clear value – \$1.2 million in up-front savings compared to the other options – and that it had the resources and expertise to get the job done on time.

MEETING AND EXCEEDING FEDERAL GUIDELINES

Iron Mountain quickly engaged third-party, multidisciplinary engineering teams to understand the new requirements and then used these teams to design, build and audit each of its Federal Records Centers.

In addition to meeting and exceeding NARA requirements (as specified in 36 Code of Federal Regulations [CFR] Part 1234), Iron Mountain facilities meet the Federal Emergency Management Agency's (FEMA) Continuity of Operations Plan (COOP) requirements.

“AS A COMPANY THAT PROVIDES ADMINISTRATIVE SERVICES TO GOVERNMENT AGENCIES, WE DON'T HAVE THE OPTION OF BEING MOSTLY COMPLIANT . . . IRON MOUNTAIN HAS US COVERED ON ALL FRONTS.”

KEN ROSETH, ASSISTANT VICE PRESIDENT OF FACILITIES, NORIDIAN HEALTHCARE SOLUTIONS

AUDITABLE CHAIN OF CUSTODY

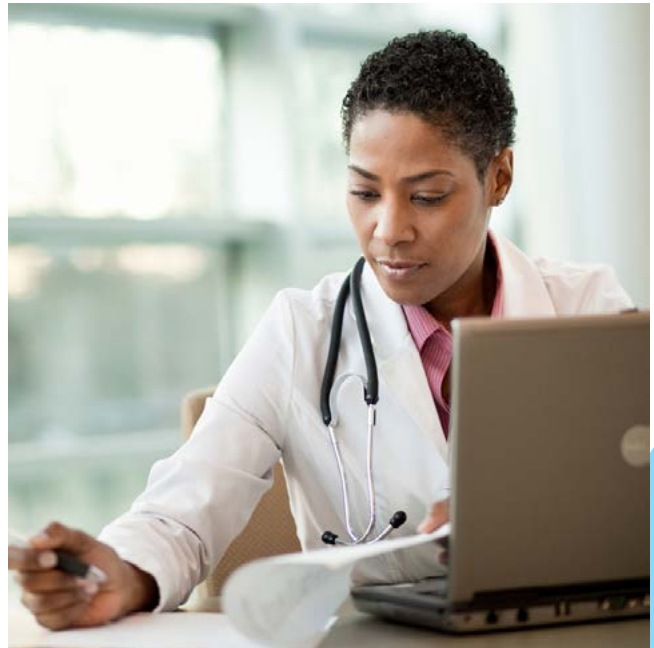
Iron Mountain facilities are governed by strict, industry-leading chain-of-custody procedures. Our proven workflows and technology-enabled tagging means customers like Noridian have complete visibility and control over their inventory at all times.

MORE SAVINGS

Although Noridian locked in \$1.2 million in savings by turning to Iron Mountain over a DIY solution or using another vendor, this turned out to be only the start of the savings. On an annual basis, Noridian is also recouping the following:

- › \$200,000 in transportation costs because of the geographic locations of Iron Mountain's Federal Records Centers
- › More than \$30,000 by making it easier and faster for Noridian employees to access and retrieve data and perform database cross-referencing that had previously been done manually

Noridian has met and exceeded the NARA compliance challenge. With Iron Mountain, it now has a partner it can rely on to make sure it stays up to date when regulations change again – which is inevitable.



BENEFITS TO NORIDIAN

- › Staying fully compliant
- › Comprehensive control and access to records
- › Access to the expertise needed to remain compliant
- › Total savings of \$1.43 million, with recurring operational savings of more than \$230,000



HOSPITALITY / TEXAS ROADHOUSE

KEEPING THE FOCUS ON FOOD

SOLUTION AT-A-GLANCE

CHALLENGE: Simplify records management at hundreds of restaurants

IRON MOUNTAIN SOLUTIONS:



Offsite Records Storage



Secure Shredding

Running a successful restaurant starts with great food. But, of course, it doesn't end there.

Just like any business, many factors go into becoming successful. Along with great food, you need great service, the right location and the perfect ambience. In the case of the highly successful Texas Roadhouse restaurants, you can add smart records management to that, thanks to its partnership with Iron Mountain.

In Hollywood Westerns, the "roadhouse" was usually an inviting and lively place, often somewhat on the risqué side. Texas Roadhouse took the idea and reinvented it

as a place where families could have a great meal in a fun atmosphere. It's been a knockout success; until the COVID-19 pandemic, Texas Roadhouse averaged opening one to two restaurants per month, growing nearly tenfold since 2000 to nearly 600 locations.

Texas Roadhouse seeks to set itself apart from its many cookie-cutter competitors by providing hand-cut steaks, homemade sides, fresh bread and free peanuts. Each store employs its own baker and butcher. And each location has a personality of its own. Show up on the right night, and you might end up doing some line dancing.

What you won't do is trip over cardboard boxes crammed with paper records. In serving hundreds of lunches and dinners every day, the typical Texas Roadhouse generates plenty of paper, including receipts, personnel records, management reports, invoices and training materials. A top executive, Matt McMahan, senior manager of Business Continuity and Records, realized the situation was growing untenable.

McMahan realized that the restaurants were following a "keep everything" approach when it came to file management. No one was addressing the protection

HOSPITALITY / TEXAS ROADHOUSE, CONTINUED

of personal information. They were wasting valuable space that could be better used for enlarging the kitchen or seating more patrons.

McMahan determined that a top-down approach beginning with a holistic “purge” of all unnecessary paper files was in order. Then the question of records centralization came up. Should each restaurant be required to ship its records to a central location? When would they do it? How often? Why accumulate all those confidential records at an unsecured second location? Instead, Texas Roadhouse wanted a partner with the resources and national reach to provide local service and support to hundreds of locations. Enter Iron Mountain.

Across the country, Iron Mountain trucks are on call and able to take records from any of Texas Roadhouse’s locations to regional storage facilities. Texas Roadhouse staff can also deliver records on their own. Iron Mountain provides Texas Roadhouse with a comprehensive solution: both storing records securely and shredding them when no longer needed.

The result is a complete service delivered locally. Now the more than 500 Texas Roadhouse restaurants can keep doing what they do best – serving great food.



BENEFITS TO TEXAS ROADHOUSE

- › Provide local service to meet local restaurants’ needs
- › Free real estate inside busy, space-constrained restaurants
- › Ensure consistent management and secure destruction of records

“NO OTHER VENDOR
WOULD HAVE BEEN ABLE
TO HANDLE OUR PLAN IN
A WAY THAT MADE SENSE.”

MATT MCMAHAN, SENIOR MANAGER OF BUSINESS CONTINUITY
AND RECORDS, TEXAS ROADHOUSE



MANUFACTURING AND ENGINEERING / MOTT MACDONALD

KEEPING ENGINEERS FOCUSED ON THE BIG PROJECTS

SOLUTION AT-A-GLANCE

CHALLENGE: Consolidate engineering records and dispose of obsolete IT assets smartly and sustainably

IRON MOUNTAIN SOLUTIONS:



Offsite Records Storage



Image on Demand™



Secure IT Asset Disposition

A provider of engineering services around the world, Mott MacDonald is known for thinking big. Some of its landmark undertakings include work on Egypt's Aswan Dam and Europe's Channel Tunnel. More recently, the firm was involved in the construction of the world's largest seawater desalination plant in San Diego and the Centre Hospitalier de l'Université de Montréal, one of the largest hospital projects in Canadian history.

TWO CHALLENGES THAT ONLY GET BIGGER

To be productive and competitive in these undertakings, MacDonald engineers need access to the latest hardware and software. But that also creates a second challenge: as new technology is adopted, the old must be disposed of in a safe and secure manner.

Engineering is also paper-intensive. Drawings and specifications for projects can use thousands of

pages, and legal, regulatory and everyday operational needs must be met by ensuring that the data are properly stored and easily accessible.

As firms become more successful, these twin challenges – short-term disposal of dated technology and long-term retention of key records – inevitably grow larger. When that happened at Mott MacDonald, the company called in Iron Mountain.

PROVIDING LOCAL SERVICES AROUND THE WORLD

Mott MacDonald has a network of 170 small, local engineering firms. When the company looked at its storage needs, it discovered that each office had hundreds of boxes of files – amounting to some 85,000 boxes in all – plus piles of no-longer-used servers, hard drives and monitors.

A big reason for selecting Iron Mountain was its ability to act as a local provider. An Iron Mountain team visits a Mott MacDonald office, retrieves files, inspects and barcodes them, records them on the Iron Mountain Connect™ Records Management portal, and then oversees their storage in an Iron Mountain facility.

REALISTIC RETENTION

Having a single vendor storing records has enabled Mott MacDonald to standardize its archive processes, including updating its approach to file retention. "Many of our records were being kept indefinitely," says Andrew Geffryes, group procurement manager at Mott Macdonald. "With the files consolidated and properly catalogued, it's now easier for us to work with teams to make sure we set realistic retention dates, so we only keep what we actually need."

In managing IT recycling for Mott MacDonald, Iron Mountain destroys, recycles, or repurposes obsolete equipment through reliable, environmentally friendly and secure services.

"WE'VE ACHIEVED PAYBACK WITHIN THE FIRST YEAR, AND WE NOW BENEFIT FROM SIGNIFICANT ONGOING SAVINGS."

ANDREW GEFFRYES, GROUP PROCUREMENT MANAGER,
MOTT MACDONALD

Now Mott MacDonald employees no longer have to dismantle or wipe old hardware. This has also led to a more standardized upgrade schedule, so employees get access to the latest technology sooner.

FINANCIAL BENEFITS

Better records retention and IT disposal also bring financial benefits. Looking up files through the Iron Mountain Connect™ portal is faster than manually searching through boxes, leading to a one-year payback and significant ongoing savings.

After adding up the savings from reduced staff time, the decreased risk of data breaches and a smaller carbon footprint, Mott MacDonald estimated that relying on Iron Mountain for IT recycling will enable it to recoup £500,000 a year across all its sites.

BENEFITS TO MOTT MACDONALD

- › Better use of office space and employee time
- › Improved visibility and better access to records through the online portal
- › Secure disposal of outdated IT
- › Process standardization that lays foundation for more proactive and sustainable archive management
- › One-year payback with significant ongoing cost savings



hispasat

TELECOMMUNICATIONS/MEDIA / HISPASAT (MADRID, SPAIN)

DIGITAL ACCESS DRIVES AGILE GROWTH

SOLUTION AT-A-GLANCE

CHALLENGE: Reduce document storage, improve accessibility and streamline digital transformation to accommodate a move to a smaller office space

IRON MOUNTAIN SOLUTIONS:



Offsite Records Storage



Image on Demand™



Secure Shredding

Fast, agile growth is a hallmark of successful smaller companies. But success generates its own problems.

Almost inevitably, the longer you're in business, the more information accumulates. Finding what you need gets harder. Simple workflows become complicated. To stay agile, changes must be made.

That was the case at HISPASAT. Founded in the late 1980s, HISPASAT has grown to become one of Europe's leading satellite communications operators and a major broadcaster of television, radio and internet access in Europe and Latin America.

However, its success generated a lot of paper. Communications and media services are highly

regulated. Technical documents are often hundreds of pages and, especially in the company's early years, were often copied multiple times for review across the organization.

THE TRIGGER: MOVING DOWNTOWN

Storing everything wasn't a problem when HISPASAT was headquartered in Calle Gobelás on the outskirts of Madrid. But when it relocated to the city center, space was at a premium. Even after disposing of many boxes, hundreds remained. That's when they called in Iron Mountain.

Iron Mountain first moved HISPASAT's paperwork, including hundreds of boxes stored at a second location, to a secure Iron Mountain facility. The

"SOME PEOPLE WERE NERVOUS ABOUT LOSING SIGHT OF THE PAPERWORK. BUT EVEN WHEN THE PROCESSING HAD BARELY STARTED, WE WERE ABLE TO GET DOCUMENTS BACK WITHIN 24 HOURS."

ALBERTO UTTRANADHIE MARTÍN,
HISPASAT'S DOCUMENTATION OFFICER

Iron Mountain's team then got down to organizing, classifying and ultimately digitizing more than two dozen different kinds of documents, from invoices and tax papers to purchase orders and press releases, some running to 1,000 pages or more and many having sustained damage over time.

In the end, Iron Mountain created more than 1.9 million images comprising 67,000 PDF files for seven departments.

FULL ACCESS TO EVERYTHING

Throughout the process, HISPASAT retained full access to its documentation. "Some people were nervous about losing sight of the paperwork," said Alberto Uttranadhie Martín, HISPASAT's documentation officer. "But even when the processing had barely started, we were able to get documents back within 24 hours. It was even possible to retrieve some bills dating back to 1993."

After files were digitized, they were securely destroyed. Overall, the amount of physical documentation was cut by about 95%, which meant less power and space devoted to storing paperwork.

Even more important, Iron Mountain helped establish the foundation for digital transformation at HISPASAT that management views as crucial for ongoing growth.

- › By adding document tagging and indexing where needed, Iron Mountain improved the searchability of the paperwork.
- › This helped become the basis for centralized accessibility via Microsoft® SharePoint®.
- › It created a major shift in mindset to more efficient working practices and clean-desk policies, both to promote greater productivity and to support the achievement of corporate goals like ISO accreditation.

With its records storage fully managed and a digitization strategy established, HISPASAT is back on track to the agile growth that is its hallmark.

BENEFITS TO HISPASAT

- › A 95% reduction in paper documents
- › Secure, consistent management of critical records
- › Classification and tagging for improved accessibility
- › Support for digital transformation and integration to Microsoft SharePoint



HEALTHCARE / OCHSNER HEALTH

GETTING CLOSER TO PATIENTS

SOLUTION AT-A-GLANCE

CHALLENGE: Streamline healthcare delivery by reducing reliance on paper-based systems

IRON MOUNTAIN SOLUTIONS:



Offsite Records Storage



Image on Demand™



Secure Shredding

Long before COVID-19 made it routine to get a medical checkup via Zoom, many healthcare providers, especially regional health systems, were already experimenting with new ways to get closer to patients and make care more accessible, affordable and effective.

Ochsner Health, which operates hospitals and clinics in Louisiana, is a great example. To help improve the health of an area that has been chronically underserved, Ochsner has focused on new technology and community-based initiatives, such as its Anywhere Care telemedicine solution and an expansion of its local health centers.

RECORDS STORAGE WAS AFFECTING PATIENT CARE

For these efforts to be successful, Ochsner needed to get a handle on its burgeoning patient records

problem. Healthcare providers store vast quantities of personal information, which creates real security risks. Having different records stored in different places can lead to treatment delays and mistakes. Especially in Ochsner's smaller clinics, storage space often crowded out clinical space. Finally, the huge trove of legacy records hampered Ochsner's transition to the all-digital Epic Electronic Health Records (EHR) solution and kept Ochsner from achieving a key goal: making sure that, regardless of the clinic or hospital, "A patient is recognized as an Ochsner patient wherever they are."

SAYING "NO" TO A PIECEMEAL APPROACH

Ochsner saw that a piecemeal approach – one solution for storing paper records, a second for digitizing them and a third for destroying them – would create confusion and ultimately leave it unable to achieve the level of consistency and

HEALTHCARE / OCHSNER HEALTH, CONTINUED

uniformity essential to the success of any information management solution.

Ochsner called in Iron Mountain, knowing its extensive expertise in healthcare and its ability to integrate solutions addressing all aspects of the problem would help bring it into full compliance with healthcare security requirements.

“... A PATIENT IS
RECOGNIZED AS AN
OCHSNER PATIENT —
WHEREVER THEY ARE.”

VICKI KAPLAN, VICE PRESIDENT, HIM,
OCHSNER HEALTH SYSTEM

THE PLAN AND ITS IMPACT

Iron Mountain developed a plan for organizing, centralizing and consolidating files from across multiple locations. This enabled Iron Mountain to identify which records should go where – into storage, into the Epic EHR or into the shredder – and then to implement the plan across the Ochsner network.

- › Spaces that had once been given over to records storage were now repurposed for patient care. One became a new hyperbaric room, another a blood donation station.
- › Clinicians had access to the data they needed without having to jump between different systems.
- › Perhaps most beneficially, Ochsner achieved consistency in managing its health information.

Ochsner now has the solid foundation in records management that it needs to support its various initiatives and to ensure that whatever hospital or clinic an Ochsner patient visits, they are always recognized as an Ochsner patient.



BENEFITS TO OCHSNER

- › Secure, consistent management of all patient records
- › More space available for patient care
- › Simpler access to patient charts
- › Seamless integration to the Epic EHR solution



ACCOUNTANCY/PROFESSIONAL SERVICES / GREAT LAKES ACCOUNTING

AN ACCOUNTANT TAKES ON THE PAPERLESS CHALLENGE

SOLUTION AT-A-GLANCE

CHALLENGE: Manage an unimaginable amount of paper documents to ensure an accounting firm is not vulnerable to security breaches

IRON MOUNTAIN SOLUTIONS:



Secure Shredding

The vow to become a “paperless” office has been around for years. Few organizations ever get there completely, even though there are now more ways to go paperless than ever before.

For many, physical records retain a strong appeal with the ability to form a paper trail to document important activities or transactions. Others declare themselves “paper people” and routinely print basic documents such as emails. As a result, worldwide use of office paper has just kept growing.

COSTS AND SECURITY ISSUES

Paper records seem cheap at the outset; the real investment occurs later as costs are incurred year after year to store, manage and perform searches through them whenever something specific needs to be found. It inevitably takes longer to search through paper files than to simply click on a digital file.

Along with costs, there are other issues. Paper is highly vulnerable to theft and damage due to flood, fire and other natural disasters that can affect business continuity. And then there’s security: although worries over data theft focus on cyberattacks, in reality, paper records alone account for a large percentage of data breaches.

SUDDEN ACQUISITION LED TO PAPER PROBLEM

These and other concerns led Great Lakes Accounting to get serious about going paperless. Established in 2008 in the Chicago area, Great Lakes Accounting provides tax, accounting, payroll and consultancy assistance to hundreds of companies across the United States. However, after years

of following the paperless approach, a strategic acquisition left Great Lakes Accounting responsible for a tranche of documents that, if lost or discarded, would put sensitive client information at risk.

When a merger or acquisition occurs, it inevitably raises issues and concerns about information and records management. What needs to be kept? Where? Particularly in the world of accounting, allowing paper documents containing sensitive information to pile up creates a risky situation that can lead to costly and reputation-destroying legal and compliance issues.

ON-SITE SHREDDING

Partnering with Iron Mountain, Great Lakes was able to implement an on-site shredding plan that allowed the firm to securely dispose of its obsolete records, thereby protecting the privacy of its clients and the reputation of the organization itself.

Secure on-site shredding is an ideal solution for organizations requiring the immediate or witnessed destruction of confidential materials directly on-premises.

HOW SECURE ON-SITE SHREDDING WORKS

- › Iron Mountain provides clients such as Great Lakes Accounting with secure shredding collection containers that, once filled, are transported to a specially equipped mobile shredding vehicle parked on-site.

- › The vehicles are outfitted with precision destruction equipment and comprehensive security controls and are staffed by screened, trained employees who have passed rigorous background checks.
- › Customers can observe the entire destruction process through the truck's onboard closed-circuit television system.
- › As the contents of collection containers are shredded, an audit trail is created, including a barcode ID, container volume and electronic signatures.
- › A certificate of destruction is issued at the end of the shredding process, establishing that the sensitive documents have been thoroughly destroyed.
- › Shredded materials are then recycled in a secure, environmentally friendly manner.

For Great Lakes Accounting, working with Iron Mountain enabled them to quickly get back on the road to being paperless without risking confidential client information.

BENEFITS TO GREAT LAKES ACCOUNTING

- › Ensure safety of sensitive client information
- › Maintain paperless practices
- › Free real estate and reduce clutter
- › Provide a convenient, environmentally sustainable solution

“WE DID NOT WANT TO WORRY ABOUT [VISITORS] IN OUR OFFICE PICKING UP ON DATA POINTS THAT THEY SHOULD NOT OTHERWISE BE PRIVY TO.”

JASON HEIDER, PRESIDENT AND OWNER, GREAT LAKES ACCOUNTING



HEALTHCARE / WATSON CLINIC LLP

DATA STORAGE THAT'S READY FOR HURRICANES AND HIPAA

SOLUTION AT-A-GLANCE

CHALLENGE: Store and protect critical patient data growing at a rapid rate due to new imaging technologies

IRON MOUNTAIN SOLUTIONS:



Iron Cloud Data Management



Offsite Tape Vaulting

Quality, impactful healthcare continues to be a high-tech undertaking. Advanced diagnostic tools such as 3D systems for mammography and 128-slice computer tomography (CT) scanners – once only found at the largest medical centers – are now routinely available in much smaller clinics.

For providers such as Watson Clinic LLP, which provides medical services to residents of central Florida, the ability to deliver this level of imaging is a key way to stand out in a competitive market.

STANDING OUT IN A COMPETITIVE MARKET

“Our ability to offer patients access to advanced imaging really sets us apart from our peers,” said Melissa Burg, Watson’s director of management information systems.

Advanced medical imaging systems also create a huge data storage challenge. Watson soon found itself generating nearly 160,000 radiology exams per year, requiring about 90 TB of storage. The addition of a new 128-slice CT system was expected to double the need for storage.

TAPES PILING UP IN THE IT ROOM

A systematic, organized schedule of data backups was essential. Watson was backing up the images on tape and relying on a courier to transport them to a regional storage site. However, this meant tapes kept piling up in the computer room between rotations.

In the event of a disaster – a real possibility given Watson’s location in hurricane-prone Florida – everything could be lost. Watson also needed

to satisfy the health-care industry's regulatory requirements for HIPAA-compliant disaster recovery.

THE PROCESS AT IRON MOUNTAIN

To help make their decision, representatives from Watson visited Iron Mountain's local tape vaulting facility. There they saw firsthand the Iron Mountain process: how any records that are stored with Iron Mountain (whether in digital or paper form) go through a detailed process by which they are inspected and coded. A secure chain of custody is established, and the materials are indexed for fast retrieval when they are needed.

"It was an impressive process," said Jason Stiltner, Watson's clinic network supervisor. "We looked at several different options but quickly determined that Iron Mountain had the best possible combination of tape and cloud services to meet our needs."

BENEFITS TO WATSON CLINIC LLP

- › Improved data protection with backup and archival services incorporating tape and cloud storage
- › Improved disaster recovery
- › Cost-effective archival storage of medical images
- › HIPAA compliance
- › Reduced burden on internal staff

CLOUD SOLUTION FOR CONNECTING TO PACS DATA

Because the large data sets produced by their advanced imaging technologies presented challenges with their backup windows, Watson Clinic also selected Iron Mountain for cloud storage, replicating data across two redundant underground data centers. The solution connects seamlessly to Watson's picture archiving and communication system (PACS) for backup and retrieval.

"The process to request data for retrieval is very smooth and streamlined; we are very happy with how it works," said Stiltner.

MULTIPLE BENEFITS

With Iron Mountain solutions for cloud and off-site tape storage, Watson Clinic has peace of mind knowing they can protect their information and recover it in the event of disaster, while also staying in line with HIPAA requirements. The data that keeps its clinic up and running is not only safer but also readily available when needed, able to respond to a clinician request or to recover in the event of downtime or disaster.

As an added bonus, relying on Iron Mountain means that, in a climate of tight resources, Watson Clinic can redeploy resources previously spent on managing its data and backups.

"HEALTHCARE ORGANIZATIONS FIND THEMSELVES FACING A STORAGE CRUNCH. BY WORKING WITH IRON MOUNTAIN TO UNDERSTAND OUR DATA NEEDS AND MANAGE THE BACKUP AND ARCHIVAL OF OUR DATA, WE SLEEP BETTER AT NIGHT. THEY KEEP US PREPARED FOR DISASTER."

MELISSA BURG, DIRECTOR OF MIS, WATSON CLINIC LLP



FINANCIAL SERVICES / AMERICAN STOCK TRANSFER & TRUST COMPANY

SECURE STORAGE KEEPS FISERV COMPANY ON GROWTH TRACK

SOLUTION AT-A-GLANCE

CHALLENGE: Move American Stock Transfer, a growing company, to more efficient, off-site records management

IRON MOUNTAIN SOLUTIONS:



Offsite Records Storage

The financial services industry is famously paper- and process-driven, highly regulated and very security conscious. It's rare that a transaction doesn't require multiple copies, signatures and initials, not to mention authentications and notarizations.

As they become successful, the thousands of growing companies that enter the financial services world all discover a common challenge: storing and protecting their own corporate records as well as those of their clients.

TOP PROVIDER OF TRANSFER AGENT SERVICES

That was the situation at American Stock Transfer & Trust Co. (AST), a leading provider of transfer agent services for companies that issue stock. These services include managing and keeping track of registered shareholders, recording changes of ownership and canceling and issuing certificates.

Transfer agents must adhere to strict requirements for speed and accuracy, and they must do so in the face of wide fluctuations in trading volume and shareholder inquiries. Having fast, easy access to the millions of records under management is essential to meeting these requirements.

GETTING OUT OF THE STORAGE BUSINESS

As AST became more successful, the sheer volume of paper records it was responsible for became a challenge. In addition, through acquisitions and growth, AST expanded into a wide array of other advisory, fiduciary and administrative services.

Over time, AST realized that, although storage was essential to its business, they didn't want to be in the storage business, so they brought in Iron Mountain.

"Transitioning to an off-site records management solution was a collective, strategic decision by our organization," said Mike Carney, AST's vice president of operations. "We wanted to be in a better position in terms of records management. Our growth, planning for risk reduction and desire to move our records off-site as part of our business continuity plan led us to Iron Mountain."

HIGHLY SECURE STORAGE

All Iron Mountain storage facilities are equipped with extensive security, safety and environmental controls to reduce the risk of loss or damage. AST records are protected – and more important, compliant – both while in transit and when they are stored.

Records are transported in vehicles outfitted with a range of security capabilities.

As records are processed, Iron Mountain's InControl® technology maintains an audit trail, including electronic signatures and automated email service confirmation receipts.

FAST, SIMPLE ACCESS

Going off-site simplifies access to records. If needed, physical records can be easily retrieved by placing

an order in the Iron Mountain Connect™ or Iron Mountain® Mobile App. AST also has easy access to other Iron Mountain services. For example, through Secure Shredding, it is able to securely destroy canceled security certificates and other documents.

As an added bonus, AST has repurposed space previously dedicated to storing records to accommodate its growing staff. Employees who were managing records have been reallocated to handle other higher-level priorities.

Improved access to information in a competitive environment allows AST to quickly adapt to the changing needs of its clients and to keep up with shifts in regulations. "Our research time and turnaround time have improved immensely," Carney states. "It's nice to be able to answer our clients' concerns and questions promptly."

BENEFITS TO AMERICAN STOCK TRANSFER & TRUST COMPANY

- › Support company's growth
- › Easily accommodate changing storage needs
- › Free space and reallocate staff
- › Access stored records quickly and easily
- › Comply with industry regulations

"WE NEEDED TO BE FLEXIBLE AND QUICKLY ADAPT TO THE CHANGING NEEDS OF OUR CLIENTS. IRON MOUNTAIN OFFERED A WIDE RANGE OF SERVICES THAT COULD ALIGN WITH AST'S NEEDS."

MIKE CARNEY, VICE PRESIDENT OF OPERATIONS, AMERICAN STOCK TRANSFER



ECOMMERCE/DATA SERVICES / CONNEXITY

WHEN LOW TECH IS THE SMART CHOICE FOR HIGH TECH

SOLUTION AT-A-GLANCE

CHALLENGE: Protect and maintain core intellectual property and constantly expanding sets of marketplace data

IRON MOUNTAIN SOLUTIONS:



Offsite Tape Vaulting

In the multitrillion-dollar world of online retail, Connexity is a leader in helping connect sellers with hard-to-find buyers. Connexity is the company behind comparison shopping sites such as Bizrate and Shopzilla (prior to 2004, Connexity was known as Shopzilla), and it also provides an array of performance-boosting services for search marketing, social media and data analytics. These activities drive 400 million+ leads and over one billion dollars in incremental sales revenue annually for Connexity clients.

OPERATING IN AN EARTHQUAKE AREA

To keep up with the fast-paced ecommerce world, Connexity has made numerous acquisitions over the

years. However, to stay nimble, it stays small; the company has just 300 employees. It also invests in solutions that will enable it to bounce back quickly should disaster strike, which is not entirely unlikely given its location in Los Angeles. That's what led Connexity to Iron Mountain.

With the San Andreas fault located just 30 miles from the downtown area, the chances of a magnitude 7.0 or greater earthquake striking Los Angeles in the next 30 years are an unsettling 75%, according to the California Earthquake Authority.

In recognition of that reality, Connexity has implemented a range of measures to protect its people, property and core information, including relying on Iron Mountain for off-site storage of backup tapes of both its "hard" market data (which represents the company's livelihood) as well as the "soft" organizational data needed for day-to-day business.

GOING OFF-SITE AND CHOOSING TAPE

With operations spanning several countries and a variety of data retention time frames, Connexity needed an affordable solution that provided comprehensive protection over extended periods of time. That made storage in an off-site facility like a highly secure Iron Mountain warehouse a logical choice.

Although tape storage has been around for decades, the amount of data stored on tape keeps growing by leaps and bounds.

Tape cartridges are extremely cost effective to manufacture compared to other technologies. In industries such as media and entertainment, where file sizes routinely run in petabytes, tape storage is faster and easier than transmitting over the Internet. Having backup tapes stored at a secure facility can be a key aspect of an organization's climate resilience plan, ensuring it can maintain business continuity should disaster strike.

"That's the upside [of tape]," said Chris Hemphill, Connexity's senior director of infrastructure services. "There's comfort in knowing that it's on a physical device that you can go and grab."

"IRON MOUNTAIN HAS THE REPUTATION FOR THEIR FACILITIES [AND] STAFF. THAT'S WHY WE CHOSE IRON MOUNTAIN OVER SEVERAL OTHER VENDORS THAT [WE] EVALUATED."

PETER AUYEUNG, SENIOR DIRECTOR,
INFRASTRUCTURE SERVICES, CONNEXITY

At any given time, Connexity stores between 150 and 200 tapes at Iron Mountain's off-site facilities, and it rotates five to seven of these tapes every week. Iron Mountain's SecureSync® makes it easy to track media, schedule pickups, view reports and more. Should Connexity expand, the company's data management program can keep expanding without putting any undue stress on in-house resources.

"We know it's effective, we know it's efficient and we know it's going to work," Hemphill said.



BENEFITS TO CONNEXITY

- › A streamlined, company-wide policy to protect, preserve and manage information
- › Reliable, proven performance of tape technology
- › A full disaster recovery plan to protect against the unthinkable
- › Adaptable resources for data recall and retention



STAY CONNECTED!

TECHNOLOGY AND TOOLS MAKE IT EASIER TO DO BUSINESS

IN TODAY'S HIGHLY COMPLEX AND INTERCONNECTED WORLD, YOUR COMPANY IS CREATING MORE INFORMATION FOR YOU TO MANAGE. WE BELIEVE THE POWER IS IN YOUR HANDS. THESE IRON MOUNTAIN TOOLS CAN HELP YOU USE TECHNOLOGY TO YOUR ADVANTAGE, UNLOCKING THE VALUE OF YOUR INFORMATION.

HERE ARE THE EASY WAYS OUR CUSTOMERS MANAGE THEIR DAY-TO-DAY ACCOUNT NEEDS:



IRON MOUNTAIN® MOBILE APP

Our Iron Mountain Mobile App for smartphones helps you with a variety of tasks wherever you are. With this app, you can track orders and place pickup, retrieval, or Image on Demand orders as well as receive notifications about the status of your orders.

- › Available in the App Store or the Google Play Store



CUSTOMER SUPPORT CENTER

Our customer support hub makes it easy to find the answers to your account questions. Use this center to search a dynamic FAQ and submit a request for assistance from Customer Care – anytime and anywhere.

The Customer Support Center can help you do the following:

- › Save time – no wait time on the phone
- › Get answers to your questions in real time, 24/7/365
- › Chat now through the [Live Chat](#) feature
- › Open support requests

Customer Support Center is simple and easy to use:

- › Go to ironmountain.com/support
- › Be sure to have your Customer ID number ready and you're ready to go



IRON MOUNTAIN CONNECT™ AND SECURESYNC®

Place an order, run a report or view your inventory using these tools:

- › Records Management and Secure Shred: [Iron Mountain Connect](#)
- › Data Management: [SecureSync](#)

PLEASE VISIT [IRONMOUNTAIN.COM/SMB](https://ironmountain.com/smb) TO SEE HOW WE CAN BE YOUR LOCAL, ALL-IN-ONE PROVIDER OF SECURE RECORDS AND INFORMATION MANAGEMENT.