

# INFORMATION PROMOTER

## Make information everyone's responsibility



### INDUSTRY FACTS:

**Only 26% of companies have training programmes to brief employees on information risk issues<sup>1</sup>**

**80% of companies have formal policies but 64% lack companywide adoption<sup>2</sup>**

### BUSINESS CHALLENGE

You've tried to put information management policies and procedures in place, but they aren't being followed. You didn't expect best practice to start happening overnight, but you did think people would be more interested. Different teams seem to have their own ways of not using guidelines. These range from people who haven't got the message to the downright irresponsible, and it's your job to inspire and educate them all. And that applies not only to managers and their teams, but your board of directors as well.

Your aim is to treat information as a holistic issue- one that everyone and every department should be involved in. Policies and procedures for document retention and destruction, authorised access, secure storage, removal and digitisation should be universally applied. By putting in place technology, training and measurement criteria, you can monitor your programme's effectiveness and determine how different parts of the business respond to it.

### HOW THIS AFFECTS YOU

- ✓ Information is a business asset. A unified document management programme should be at the centre of your strategy for managing the risks and value of your information. The ability to monitor the movement and use of documents in digital and paper formats puts you in control of business processes. You can also securely retain the documents you're legally required to store and destroy the documents you're no longer obligated to keep. And, with the right programme in place, you can retrieve the information central to your business processes in either digital or paper format. By getting teams involved in the early stages of developing practices and procedures, they can influence decisions and smooth the process of adopting new ways of working.

### STEPS TO TAKE

1. Determine how information is stored, transferred and disposed of across your business. Look at different departments and locations.
2. Define the technology and practices that will support and improve your business practices.
3. Get your people involved so they can offer insight and help with adoption.
4. Develop and design controls.
5. Work with your HR department to create and deliver company-wide training.
6. Agree Key Performance Indicators for all parts of the business.
7. Monitor your programme and your progress.



## MEASURE AND MONETISE

A unified records and information management programme will have far-reaching benefits for your business. These are just some of key cost savings you could make:

- ✓ Reduce office space costs. How much do you spend on space you don't need? Every filing cabinet you can dispense with, could save 1,500 USD (around £890 or 1,090 EUR) per year in rent.<sup>2</sup>
- ✓ Improve Productivity. How much time are people wasting searching for documents? Research indicates that employees waste 35% of their working hours searching for information.<sup>3</sup> Calculate the number of people on a team with the number of hours they waste on average to get a rough idea what's at stake.
- ✓ Increase Efficiency. Are your processes supporting your business? By looking at information in a holistic light, you can foster a more co-ordinated approach to business processes and achieve more streamlined ways of working.
- ✓ Ensure the security of your records. What is the cost of an information breach? It can cost your reputation not to mention fines for non-compliance. Non-compliance with data protection regulations could result in fines between 40,000 and 300,000 EUR.<sup>4</sup>

<sup>1</sup> PwC and Iron Mountain, Beyond Good Intentions The need to move from intention to action to manage information risk in the mid-market, June 2014

<sup>2</sup> PwC and Iron Mountain, Beyond Good Intentions The need to move from intention to action to manage information risk in the mid-market, June 2014

<sup>3</sup> IDC

<sup>4</sup> Data Protection Agency

## CUSTOMER SUCCESS

### CHALLENGE

The head office of a global bank scheduled up to five document pick-ups every day. Offsite document management was a key part of the bank's overall information strategy. However, there was no inter-departmental integration and each pick-up cost £12.

### SOLUTION

The Iron Mountain team helped the customer to co-ordinate document storage processes to reduce the number of pick-ups. Clear communication across departments was key. The level of service remained consistent, but the head office was able to reduce pick-ups from five a day to one.

### VALUE

Not only were the costs of transporting documents to secure storage reduced, the overall environmental impact connected to transportation decreased. A coordinated way of working, that other parts of the bank could follow, was established. This delivered both financial and environmental benefits.

## THE ADVANTAGES IRON MOUNTAIN OFFERS

- ✓ Expertise implementing document management programmes.
- ✓ Secure offsite document storage.
- ✓ Computerised management system for fast authorised access and total visibility.
- ✓ Fully trained and vetted staff maintaining strict chain of custody.
- ✓ Intelligent digitisation.

### ABOUT IRON MOUNTAIN

Iron Mountain Incorporated (NYSE: IRM) provides information management services that help organisations lower the costs, risks and inefficiencies of managing their physical and digital data. Founded in 1951, Iron Mountain manages billions of information assets, including backup and archival data, electronic records, document imaging, business records, secure shredding, and more, for organisations around the world. Visit the company website at [www.ironmountain.com](http://www.ironmountain.com) for more information.

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