



COLLABORATE. INNOVATE. RETHINK.

Uncover the best Information Management practices.
Stay ahead of trends. Discover what you can do to improve
your organization today and tomorrow.

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INTRODUCTION

The pandemic tested our ability to collaborate, forcing organizations, employees and customers to find new ways of working together, even when apart. But these challenges have also strengthened our sense of collective purpose, teamwork and dependence on technology, helping us achieve more than we initially thought possible.

Our 2021 education series explored how leaders must continue to motivate, facilitate collaboration and rethink what's needed to propel their organizations forward in a new work environment. Topics we covered included:

- 1 Continuing to Rethink Business in 2021
- 2 Rethink Managing Information
- 3 Rethink Sustainability
- 4 Rethink Your Workspace
- 5 Ransomware. It's Everywhere.
- 6 The ABCs of ROT
- 7 Rethink the Future of Our History with Digital Preservation

This ebook recaps the challenges we covered over the year and provides suggestions for solving these issues.



CONTINUING TO RETHINK BUSINESS IN 2021



THE SITUATION

Replan, relearn, rethink. As more of us are vaccinated and returning to the office, how can we make sure the ability to “rethink” doesn’t fade away - or we revert to old ways? What reminders can we use to look at and do things differently? How do we embrace a new workplace culture revolution and increased dependence on collaborative technology?

RETHINK HOW YOU WORK

The pandemic accelerated the technological evolution, stretching business continuity plans like never before and prompting organizations to support advances in remote and hybrid workforces - overnight. Consider how much we’ve come to rely on cloud-based collaborative platforms that enable us to meet with colleagues, clients, suppliers and others worldwide.

As traditional methods of doing business were challenged, we began to rethink how we used technology to stay afloat, including making sure infrastructure and security protocols were up to par to support a distributed workforce. Going forward, we should use these learnings to ensure digital resiliency in the face of any disruptive situation. Considerations:

- Replace work-related travel with video meetings, when possible
- Embrace a hybrid workplace environment
- Establish a culture that is agile and flexible
- Update and communicate policies that could have lagged behind
- Form a resilience committee to help better prepare for the unexpected
- Invest in forward-thinking technology

“While we look forward to getting back together to work face-to-face and have those human connections that are so powerful, we want to also make sure the successes and enhanced way of working continues. When I think about the biggest impact to the technology team, it’s all about agile, cross-functional, collaborative teamwork.”

Kim Anstett

Executive Vice President, Chief Technology Officer
Iron Mountain

RETHINK MANAGING INFORMATION



“Rethinking takes some effort and willingness. How are we going to continue to rethink? Well, look for new opportunities to tackle old problems and reach out to those new collaborators to look across the enterprise.”

Sue Trombley

Managing Director, Thought Leadership
Iron Mountain

THE SITUATION

Between a critical reliance on workplace collaboration tools, the mind-boggling volume of data created every day and continual growth of privacy laws across states, provinces and countries, yesterday’s paper-based traditional methods aren’t sufficient to meet today’s business requirements.

RETHINK HOW YOU WORK

With the majority of business records now created digitally, it is time to rethink our relationship with paper, including decisions about imaging, retention and destruction. As we continue to adopt a digital way of working, do we need to treat digital assets the same way as we have paper - like those traditional file-naming schemes? Can we rely on automated classification, metadata enrichment and more?

One item to consider as more organizations adopt “zero box” goals is whether paper records have been sitting in filing cabinets, unused for more than a year, as will likely be the case as employees return to offices. If so, you can consider:

- Digitizing for access and value creation
- Securely shredding and recycling
- Moving to offsite storage to free up productive space

Planning and governance are crucial during every step and stage of both the records and data lifecycle. This will require creating new and collaborative relationships across the enterprise, including data governance teams, we will continue to manage paper and data for some years to come, and we should strive to do that with consistent practices.

RETHINK SUSTAINABILITY



“Transparency in ESG reporting is the key. Until you walk the walk based on what you’ve talked about, it’s just a goal at that point. When we make these goals around net zero waste and things like that, it’s wise to ask about the benchmarks and who to partner with to get there.”

Jim Henry
Manager, Global Compliance
Iron Mountain

THE SITUATION

With sustainability becoming an increasingly important initiative for many organizations, now is the time to gain a greater understanding of powerful actions information management professionals can take to contribute to environmental and social change.

RETHINK HOW YOU WORK

Emerging strong environmental, social and governance (ESG) standards include transparency, reporting and goal setting. It’s become increasingly clear that business decisions that lead to better environmental and social outcomes lead to better business outcomes, too. There are countless opportunities for organizations to make positive sustainability decisions. For example, only 20% of end-of-life electronics are recycled or repurposed in a sustainable and appropriate manner leaving plenty of room for improvement.

Recommendations for becoming more sustainable:

- Choose colocation data centers rather than stand-alone ones for housing data centers, especially when alternative or renewable energies are used to power them
- Implement cross-organization collaboration to meet environmental goals
- Responsibly manage information, which can contribute to shifting toward a circular economy model
- Repurpose and remarket end-of-life e-waste assets like servers and hard drives, a process that uses 20% less energy than recycling and feeds into the circular economy

Organizations must rethink their mindset and look at IT disposition as an investment to lower total cost of ownership through remarketing, which extends the useful life of assets and contributes toward reaching organizational sustainability goals.

RETHINK YOUR WORKSPACE



“Make sure the company's culture remains core – we're not defined by a building and a desk. We're defined by our culture, our purpose, and a desire to deliver for our customers. The takeaway is that workplace transformation programs must be an evolution and not disrupt things for the sake of disruption. This will greatly decrease the resistance to change and increase your adoption rate.”

Costin Crista

DACH, CERTA, France and Tunisia Workplace Services
Hewlett Packard Enterprise

THE SITUATION

If we've learned anything from 2020, it's that remote and flexible working is more than just a passing trend. It became a necessity, and for some, the future of work culture. With the increased number of vaccinated employees, organizations are starting to welcome people back into the office and rethink their real estate footprint. Questions facing many workplaces today include: will you reopen your workplace? How do you prepare for long-term flexible working? Will you scale-down your workspace altogether and keep the workforce fully remote?

RETHINK HOW YOU WORK

Even before the pandemic, 88% of organizations had some workplace transformation initiatives underway. Many of these projects focused on supporting a hybrid workforce, a trend that's been growing for years now.

How can your organization make hybrid working successful? The key elements for success include:

- A people-centric approach
- Culture in the core
- Collaboration and team management
- Information security
- Supporting technology
- The right processes and workflows

RANSOMWARE. IT'S EVERYWHERE.



“If we think ransomware fallout is only on IT to be concerned about, that's like saying only firefighters should be concerned with fallout from fire. The reality is that every single employee needs to do their part as part of a frontline to protect against all of this specialized threat. We all have a part to play.”

Pat Parrish

Solution Architect
Iron Mountain

THE SITUATION

Ransomware attacks have skyrocketed, affecting organizations, public or private, every 11 seconds by the end of 2021 and showing no signs of slowing. Regardless of an organization's size or industry, they are all potential targets since we all have data. Information governance professionals must know how to minimize risk, what warning signs to look for and who to collaborate with for maximum protection against this growing, urgent threat.

RETHINK HOW YOU WORK

Ransomware is the biggest single threat facing your organization's livelihood. And it's not just an IT problem. Everyone must do their part to understand how it happens, which is why RIM and information governance professionals must partner with IT to educate employees on cybersecurity best practices, including:

- Keeping systems, applications and devices up to date
- Being aware of urgent demands/requests
- Implementing password protection practices and use only strong passwords
- Reducing redundant, obsolete or trivial (ROT) digital documentation
- Regularly backup and archive data
- Avoiding public Wi-Fi

Further, include ransomware as part of your disaster recovery approach by adopting a 3-2-1+1 methodology:

3 = keep three copies of data - a primary plus two copies for safekeeping

2 = keep two copies on two different types of storage to prevent a single source of failure

1 = keep one copy offsite for ransomware recovery and disaster recovery

+1 = keep one copy offline for immutable protection and recovery

Remember, bad actors can't hack what you don't have, so just keep the minimal amount of data you need.

THE ABCs OF ROT



“The more you can get people to understand that records management is just upstream discovery management, upstream IT security management, upstream data privacy management, the better off you are in getting support from other areas.”

Andrée Bourgeois

Senior Manager, RIM
Law Department at Halliburton

THE SITUATION

Let's talk ROT - redundant, obsolete and trivial or transitory information/digital documentation. Most organizations have thousands of files and no-longer-needed data, yet these assets make companies vulnerable to cyber threats and contribute to operating costs. Although ROT is detrimental, many businesses fail to deal with those old, out-of-date files effectively.

RETHINK HOW YOU WORK

Many organizations partner with a vendor to organize file plans and home in on record content, allowing those organizations to figure out what needs to be kept and what can be discarded. Classifying emails with attachments, for instance, is a massive undertaking and can be challenging for organizations to do on their own. And that's just a start.

To make classifying record content easier, consider building a taxonomy with functionally organized record content and key words that can help “identify the junk with the jewels.” This helps ensure the more important documents - the jewels - won't be tossed out with the junk - the outdated, no-longer-needed records.

Here are some things to consider as you rethink the approach to cleaning up legacy digital and physical data and records:

- Seventy-six percent of organizations have a “keep everything” culture, but people's minds are changing
- Since most of today's industries are more digital than even a couple of years ago, it's important to realize keeping too much information leads to unnecessary risk
- Technology exists that assists with searching for, viewing and making decisions about retention and destruction of unstructured files

DIGITAL PRESERVATION: RETHINKING THE FUTURE OF OUR HISTORY



THE SITUATION

What we do today is tomorrow's history. Every day, there's about 2.5 quintillion bytes of data created. The volume of information and the even larger variety of its formats poses new questions when deciding what should be kept and for how long. The world of archiving has evolved and there's some misconception of what it looks like.

RETHINK HOW YOU WORK

Current challenges facing organizations include deciding what to keep and for how long, dealing with asset types, privacy laws, accessibility, sustainability, the sheer volume of data they have and digitization cost. It's important to conscientiously determine how we continue to preserve digital formats to enable access for future use in research or just for sitting around a family table looking at photos from the past.

Here are some helpful points when deciding what to keep:

- Classify your data: identify what's important for the future
- Retention periods: set rules and attributes based on record types
- Information context: explain circumstances surrounding the content

Once your records and data are digitized, you then can address issues related to e-signatures versus wet paper signatures, combat potential barriers like mortgages and local regulations and ensure your data is securely destroyed when the time comes. Organizations must also consider that alignment with company-wide stakeholders is crucial to build a business case and secure funding for investment in resources to preserve data.

“It's very costly to keep data. So, deciding what to keep and what to delete is a challenging question but if we don't answer it right now, we might come across a bigger problem in the future.”

Hamad Al Mutairi

Director of the Archives Department
The National Archives of the UAE

RETHINK HOW YOU WORK WITH IRON MOUNTAIN

Our goal is to help organizations adapt to a hybrid workforce and continue to be successful, whatever that looks like for your organization. We know that leaders must continue to motivate, facilitate collaboration and rethink what's needed to propel their organizations forward.

This includes dealing with must-keep and outdated records in a safe, secure and convenient way that lets you keep on doing what you do best. Iron Mountain can help you take care of information obstacles. Our global business is dedicated to storing, protecting and managing your information – enabling you to rethink what's possible at your organization.

ADDITIONAL RESOURCES

CONTINUING TO RETHINK BUSINESS

[Seven Real Estate Experts Discuss Workplace Transformation](#)

[Where do we go from here? Technology-driven Future of Working](#)

RETHINK MANAGING INFORMATION

[Is Your Office Ready for a Clean Start?](#)

[Make Time to Rethink Your RIM Awareness](#)

RETHINK SUSTAINABILITY

[Contribute to Sustainability goals through Information Management Best Practices](#)

[Is Your Office Ready to Tackle the Environmental Impact of its Value Chain?](#)

RETHINK YOUR WORKSPACE

[Rethinking the Office Space: Critical Considerations for Workplace Transformation](#)

RANSOMWARE. IT'S EVERYWHERE.

[Four Ways to Prevent Ransomware Now](#)

[Why is Ransomware so Prevalent Now?](#)

THE ABCS OF ROT

[Iron Mountain Content Classification Services Cleans Up Legacy Inventory](#)

[Iron Mountain's Electronic Content Classification Service Tackles ROT \(Redundant, Obsolete and Trivial\) Data](#)

RETHINK THE FUTURE OF OUR HISTORY WITH DIGITAL PRESERVATION

[Preserving the World's Heritage](#)

[Data Insights: How to Understand the Value of Your Data](#)

