

Case study

Streamlining from within: Iron Mountain deploys its own InSight DXP

How Iron Mountain leveraged its own technology to unify systems, automate workflows, and deliver customer services faster.

When it comes to solutions, Iron Mountain conducts the ultimate litmus test: using them to solve real-world challenges in its very own operations.

Recently, Iron Mountain did just that with Iron Mountain InSight® Digital Experience Platform (DXP). With a labor and time-intensive manual process spanning many diverse systems, Iron Mountain grappled with the inefficiencies of setting up new customer accounts that could integrate seamlessly across platforms. Employees spent hours digging through pricing and contract documents to set up new customer accounts in financial, customer relationship management (CRM) software, operational, and billing systems.

Iron Mountain deployed InSight DXP to tackle this, and the results have surpassed expectations. Most notably, Iron Mountain saved over 458 hours each month, improving the employee experience and freeing up resources to focus on other business priorities. Iron Mountain also integrated its data on one platform. "Iron Mountain customers will see these benefits by receiving services faster. For

customers who implement InSight DXP, achieving outcomes like ours can add measurable business value to their organizations," shared Jarrett Garcia, Director of Enterprise Platform Architecture at Iron Mountain. "Our customers are now being onboarded in 2 days instead of 3 days."

A common challenge

Like many organizations, different business functions use different systems at Iron Mountain, such as enterprise resource planning (ERP), human resources (HR), operational, and sales platforms. In addition, part of Iron Mountain's growth has come from mergers and acquisitions. From an IT perspective, these factors compound to create many disparate, sometimes redundant systems. For example, over 30 billing systems needed unification under the Salesforce platform.



Industry

Information Management

Challenge

Manual contract process was inefficient

Solution

Iron Mountain InSight® Digital Experience Platform (DXP)

Results

- Automate the manual contract lifecycle management process across systems to streamline data entry for new account setup



Beyond the platform and system proliferation challenges, data quality is often an issue. When Iron Mountain acquires a company, some of the same customers might coexist in both systems. Data itself is expansive. It includes all categories and formats, like employee data, customer data, contact data, inventory data, as well as structured, unstructured, semi-structured, etc. This complexity must be managed to ensure data is accurate, valid, complete, and consistent.

“Iron Mountain places a lot of focus on improving data collection and measuring data quality and integrity. It’s challenging—yet crucial—for Iron Mountain to synergize all data and make sure it’s high quality,” shares Garcia.

An uncommon solution

For context, InSight DXP is a scalable, end-to-end software-as-a-service (SaaS) platform that connects information across multiple sources through integrations with your key business processes and systems and adds context to unstructured data as it is ingested and processed. The platform - ranked #1 in the AI implementation category by Mass Technology Leadership Council - can be used to quickly build solutions with digital and physical content management, intelligent document processing, workflow automation, and information governance capabilities.

One of the primary Iron Mountain use cases for InSight DXP is the Care Transformation initiative. After the sales team signs a customer contract, it transfers to the care organization, an onboarding team for new customers. The care team must pull data from documents and transfer it to all the relevant but disparate systems, such as Oracle, Salesforce, warehouse operations, billing platforms, and customer-facing platforms.

InSight DXP is helping build integrations from Salesforce so that the care teams can stay in Salesforce to completely set up a new customer account. That’s where InSight DXP has saved over 458 hours each month. “The care team

no longer has to read the contract and pricing documents and manually type information into our various systems. AI-powered extraction pulls the relevant information—including metadata—from the contract and automatically enters the data in our system, saving time and improving data quality and employee experiences,” explains Garcia. “Instead of editors, our team’s role is reviewers”.

Iron Mountain InSight Intelligent Document Processing (IDP) in InSight DXP also creates information for sales reps and care agents to have at their fingertips, such as a contract end date, for example. Iron Mountain contracts contain the start date and term of the contract. InSight IDP uses logic to calculate the contract end date so it’s ready for employees on demand (without reading through the entire contract) as they interact with customers.

What’s next?

At Iron Mountain, plans are underway to expand the use of InSight DXP capabilities. The next goals are to standardize contracts and then build out a document repository strategy to house both supplier and customer contracts in one toolset. In addition, Iron Mountain will leverage InSight DXP’s capabilities to glean more insights about the contracts themselves.

At the end of the day, it’s great to validate the InSight DXP solution first-hand and with real-world challenges. “Our outcomes and the ease of using InSight DXP have helped us. It also gives me confidence that this solution is going to be transformational for many of our customers,” states Garcia.

*Learn more about Iron Mountain **InSight DXP***

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