Global Report

# Fuel Innovation with AI and Unstructured Data

Is your organization ready to harness the power of AI and unstructured data

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# Foreword

At Iron Mountain, we want to empower organizations to unlock the value of their data, ensuring it fuels innovation, efficiency, and strategic decision-making. In an era where artificial intelligence (AI) is no longer a distant possibility but a critical pillar of modern business, we are witnessing transformative shifts across industries and geographies. Yet, with these advancements come challenges—and opportunities—that require thoughtful navigation.

The insights in this whitepaper are a testament to the immense potential of AI, especially when paired with unstructured data. Unstructured data, long regarded as a complex and unwieldy resource, holds the key to unlocking unprecedented growth and creativity when managed and governed effectively. At the same time, it is clear from our research that organizations face significant hurdles, whether it be scaling IT capabilities, preparing high-quality data, or ensuring trust and accessibility. Addressing these challenges is not just a technical necessity but a strategic imperative for organizations aiming to stay competitive in an increasingly data-driven world.

This report goes beyond identifying the gaps. It highlights the innovative practices and emerging strategies being employed by organizations at the cutting edge of AI maturity. It underscores the importance of unified data strategies, collaborative ecosystems, and forward-thinking investments in building a foundation for long-term success.

At Iron Mountain, we understand that data, especially unstructured data, is the lifeblood of AI applications. We are committed to partnering with organizations to not only overcome these challenges but to harness the transformative power of AI to its fullest. The findings in this whitepaper will inspire new ideas, foster strategic alignment, and spark action for businesses ready to elevate their AI journeys.

# Introduction

As organizations around the globe increasingly turn to AI to drive innovation and efficiency, it's clear that AI is a vital component of modern business strategy. From healthcare to human resources and from customer service to research and development, companies are deploying AI technologies across various functions to enhance decision-making, automate processes, and improve customer experiences. Yet, achieving success with AI requires more than simply adopting the technology—it demands a thoughtful and strategic approach to data, particularly unstructured data.

Unstructured data, which includes everything from text and images to audio and video, represents one of the largest untapped resources available to organizations. When paired with advanced AI technologies, this data has the potential to unlock powerful insights, automate complex tasks, and revolutionize decision-making processes.

But here's the catch: no matter which AI model you plan to use, your data must be cleaned and prepped to meet the quality, trustworthiness, and accessibility standards AI models need to deliver reliable and optimal results. What's more, few currently have all these processes and methods in place.

If organizations can overcome these challenges and effectively partner unstructured data with advanced artificial intelligence (AI) models, they can unlock new opportunities for innovation across the enterprise. This partnership enables organizations to transform operations, achieving greater efficiency, fostering creativity, and driving growth.

# Current AI adoption

AI adoption has become a pivotal focus across industries, with organizations increasingly leveraging its capabilities to enhance efficiency, customer service, and innovation. As global interest intensifies, our research highlights where within business AI is currently being deployed, demonstrating widespread but varied adoption. This trend underscores how AI is not only shaping core functions like IT and security but is also creating nuanced differences across countries and sectors, driven in part by national strategies and regulatory environments.

## AI is transforming business functions

Globally, AI is most used within IT and security (82%), customer service (53%) and research and development (53%) applications. These adoption trends reflect AI's versatility, with organizations leveraging AI across an average of five operational areas. However, as organizations grow to be more AI mature, they show signs of refining where and how they use AI. AI maturity gives them the confidence to focus on optimizing AI applications in specific functions to drive greater efficiency, innovation, and value across their operations (see **Figure 1**).

### Number of areas AI is used

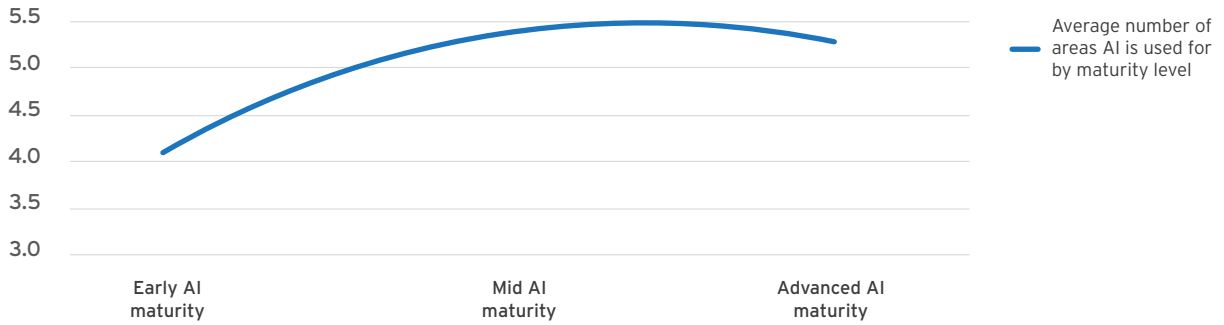



**Figure 1.** In which of the following areas of your organization is AI being used? Average number of options chosen. Base: 1,400.

What's more, as organizations move further in their AI journey, they not only gain confidence in where to use AI, but they also develop a clearer understanding of its strategic potential. This confidence can be critical in transitioning from scratching the surface of AI's capabilities to unlocking its full transformative value.

## Strategic AI support drives varying adoption across countries and industries

There are distinct differences by country and sector, in both the number of functions where AI is used, and which functions have adopted the technology. Looking first at the number of operational areas, France leads, with organizations using AI across an average of six areas, surpassing the global average of five. In contrast, the UK lags, using AI across an average of four operational areas (see **Figure 2**).

### Average number of operational areas AI is used for

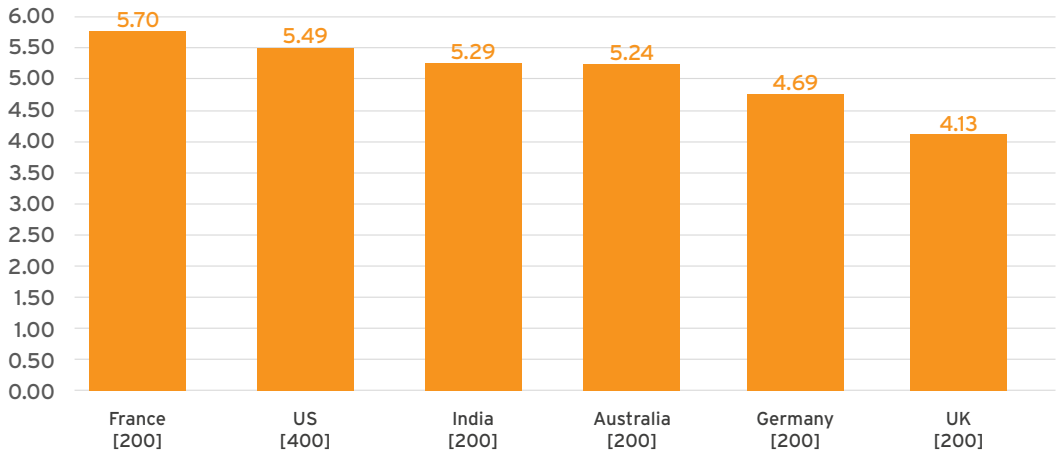



**Figure 2.** In which of the following areas of your organization is AI being used?, Average number of options chosen. Base: Data split by country.

Government policies and strategies are likely drivers of adoption. For instance, France has taken significant steps to position itself as a leader in AI adoption. The 2018 implementation of a comprehensive National Artificial Intelligence Strategy laid the groundwork, with a further 1.5 billion euros of investment in 2022 to enhance AI development. This also included 700 million euros allocated specifically for research, incentivizing organizations to adopt AI and embed it across multiple functions.

This strategic policy support has created a fertile environment for AI adoption in France, encouraging businesses to integrate AI into diverse areas such as IT, finance and customer service. In contrast, the UK's approach to adoption has been more cautious and delayed, limiting their ability to scale AI across as many areas. For instance, the UK only started rolling out positive AI initiatives in 2021. The years between France's strategy implementation and the UK's initiatives means the UK has delayed adoption, resulting in fewer than average AI use cases being implemented.

The broader implication of these differences is substantial. Countries with comprehensive AI strategies and widespread implementation, such as France, are better positioned to drive innovation and revenue growth (amongst other benefits). In fact, more than half of IT and data decision-makers (54%) feel AI is very important in helping organizations achieve their revenue growth goals over the next two years. Furthermore, importance grows among those with widespread AI adoption such as France (62%) and drops in importance for those without vast implementation (44% in the UK). Organizations in countries with slower AI adoption should proactively address gaps by leveraging global best practices and fostering collaboration with AI-focused research initiatives.

A similar story emerges when analyzing AI adoption across industries. Organizations in the energy, insurance, manufacturing and production sectors report using AI in six areas, more than the global average of five (see **Figure 3**).

**The most likely industries to be using AI in six different operational areas:**

- Energy sector
- Insurance sector
- Manufacturing sector

**Figure 3.** In which of the following areas of your organization is AI being used? Average number of options chosen. Base: All respondents [1400].

In contrast, banking and financial services (excluding insurance) organizations tend to use AI across four operational areas.

This disparity may be attributed to the varying operational demands and technology priorities of these industries. For example, sectors like energy and manufacturing often rely on AI to optimize supply chain management, predictive maintenance and resource allocation; areas where AI can help streamline and save costs. Insurance organizations similarly leverage AI across multiple functions, from automating claims processing to risk analysis and fraud detection. What's more, these industries often face intense pressure to innovate and continually streamline operations for competitive advantage, driving the need for broader AI adoption.

Moreover, the differences between the banking and insurance industries illustrate the nuanced use of AI within financial services. For instance, our research shows that nearly twice as many insurance decision-makers (61%) use AI for customer service compared to their banking counterparts (37%). This disparity likely stems from the broader range of customer data scenarios insurance organizations handle, such as risk assessment, claims processing, fraud detection, and customer retention.

Understanding these vertical differences highlights the importance of tailoring AI strategies to industry-specific needs and challenges. According to our research, sectors leveraging AI across multiple functions should focus on scaling operations and ensuring the seamless integration of AI technologies via advanced training. Meanwhile, industries earlier in AI adoption may benefit from exploring underutilized opportunities and addressing barriers like regulatory compliance, infrastructure limitations, or skill gaps. By aligning AI adoption with industry-specific goals, organizations can maximize the value of their investments and remain competitive in an evolving technological landscape.

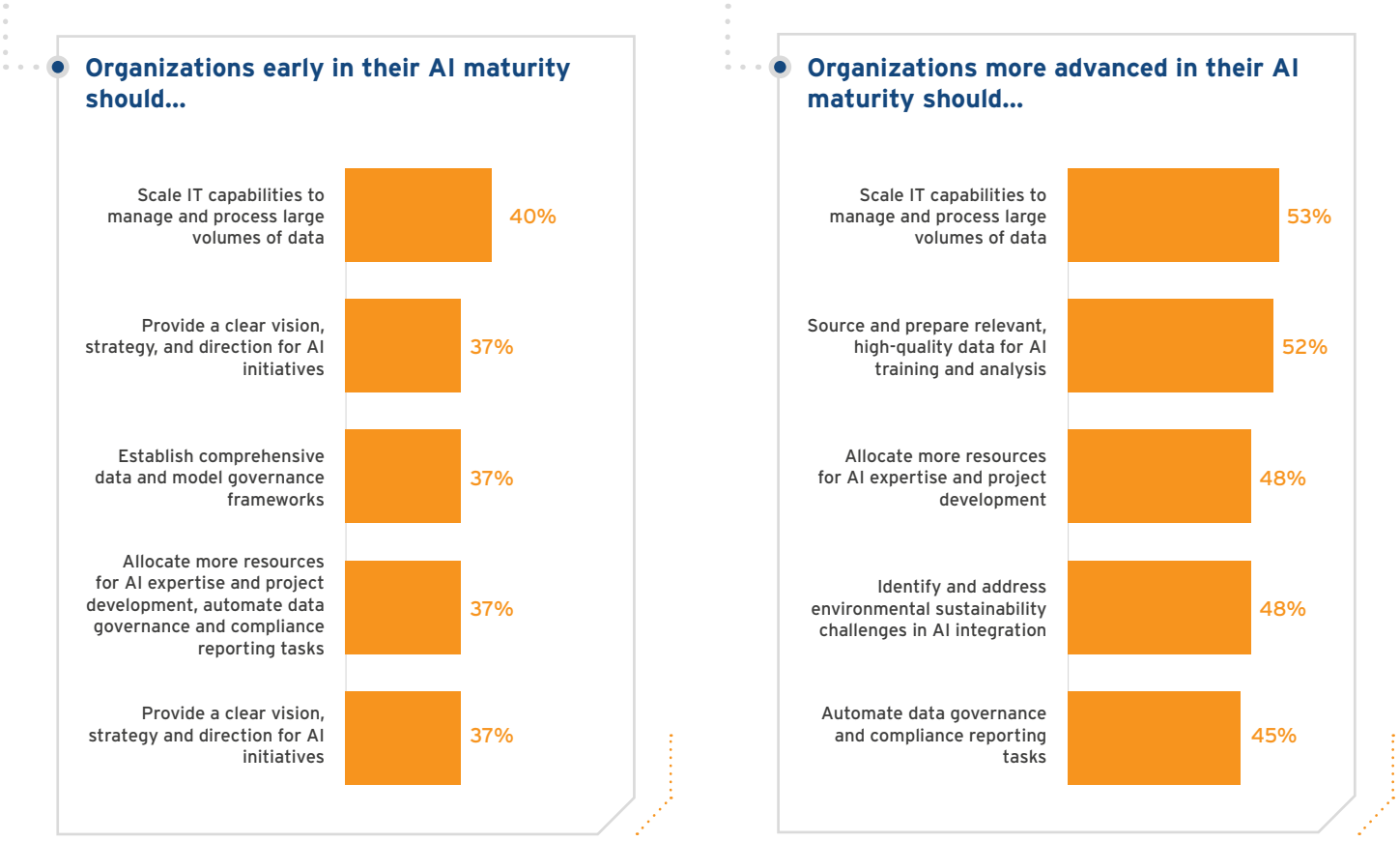
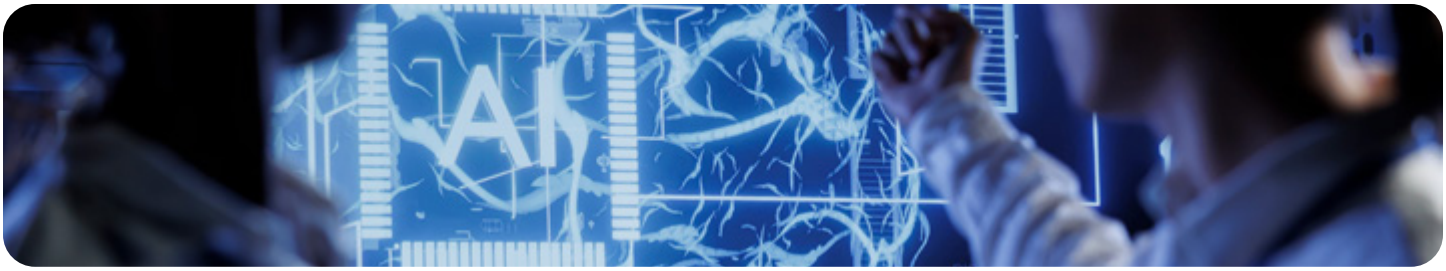



**Figure 4.** What do you believe your organization needs to do to accelerate the adoption and increase the value of AI initiatives? Data split by those early in maturity (Beginners [150]), and those more advanced (Trailblazers [229]).

## AI use cases are driving efficiency, innovation, and growth across markets

AI has become a cornerstone of modern business strategy, with organizations worldwide optimizing it to drive innovation and efficiency. In addition to organizations leveraging AI across different operational functions, there's a variety of different use cases for AI technology. Fewer than two in three (60%) organizations use AI to reduce costs by reducing overhead and/or time on non-revenue generating work. Furthermore, 58% want to improve customer experience and 57% prioritize innovation of new products or services. All of these common use cases demonstrate the versatile nature of AI and its ability to address both operational and strategic priorities. By reducing costs, improving customer experience, and driving innovation, organizations are leveraging AI to unlock new growth opportunities. This allows them to stay competitive in rapidly evolving markets, making AI a foundation of future-ready business strategies.

AI use cases differ by market, with the US (70%) and Australia (63%) most likely to use AI to improve user experience, France to increase process automation (66%), India to innovate new products and services (67%) and Germany (63%) and the UK (57%) to reduce costs from overhead or time spent on non-revenue generating work. On the other hand, the implementation of AI-powered agents is common worldwide. Nearly all (96%) of decision-makers say their organization is effectively using AI-powered agents to streamline operations and improve customer experience, further evidence that AI can help innovate and enhance an organization's operations.




## Automation and analytics AI tools are powering success

AI capabilities are diverse, ranging from tools to help automate routine tasks to those that help with synthetic data generation. While an organization's unique needs will determine which capabilities would be most valuable, AI-driven automation and analytics tools are considered most essential in ensuring success for many. These use cases highlight the critical role AI tools have in enabling organizations to streamline operations, improve decision-making, and extract actionable insights. Where AI-driven automation helps organizations reduce manual, time-intensive tasks, allowing for increased employee capacity, AI analytics empowers them to process vast amounts of data quickly and accurately, supporting real-time decisions and identifying trends. What's more, using automation and analytics tools allows organizations to place their efforts on revenue-generating tasks, such as increasing customer satisfaction and prioritizing innovation for new products – other common AI use cases. Together these tools form the backbone of AI adoption and are essential in an organization's success today.

Again, there are variations by country (see **Figure 5**).

These variations in AI tool preferences underscore each country's unique priorities and strategic direction, shaping how AI is integrated into core operations. Recognizing these distinctions allows companies to benchmark their AI approaches more effectively, aligning their focus with the areas driving the most value and innovation in their specific markets.

| Country | AI tool ranked most important |
|---|---|
| UK | Multimodal AI: Integrating multiple data types (e.g., text, image) |
| US | AI analytics: Analyzing data for insights |
| France | Retrieval augmented generation (RAG): Combining data retrieval and content generation |
| Germany | Retrieval augmented generation (RAG): Combining data retrieval and content generation |
| India | AI-driven automation: Automating tasks with AI |
| Australia | Generative AI: Creating new content |

**Figure 5.** Which AI technologies are most important to your organization's success today? Responses ranked first. Base: Data split by country; UK (200), USA (400), France (200), Germany (200), India (200), Australia (200).

## While AI adoption is widespread, practices need improvement

AI capabilities are embedded in most emerging technologies today, with many being advertised to improve efficiency and streamline production. However, these benefits can only be fully realized with an organization that has the right skills and infrastructure available to the team. According to our research, scaling IT capabilities to manage and process large volumes of data is a critical factor to accelerate AI adoption and optimization for 52% of organizations. (See **Figure 4**).

### Most reported changes decision-makers report that would improve AI adoption and optimization initiatives:

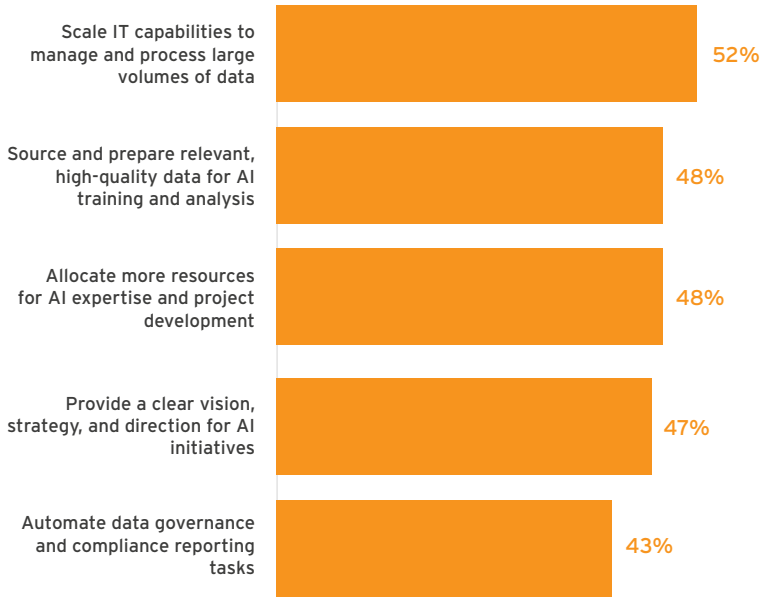



**Figure 6.** What do you believe your organization needs to do to accelerate the adoption and increase the value of AI initiatives? Base: All respondents [1400].

While the recommended changes reported above are most common globally, there are market and sector nuances. For instance, the UK is less likely (29%) to focus on automating data governance and compliance, and India is more likely (43%) to focus on identifying and addressing the environmental and sustainability challenges with AI integration. India's focus on addressing environmental challenges with AI stems from the significant and immediate sustainability pressures it faces, including water scarcity, air pollution, and resource management.

### Other unique market differences are:

The US has a greater focus on implementing robust AI-focused security protocols than the global average (49% and 39%)

France wants to improve their preparation of unstructured data for use in AI model training and applications more than other countries (51% vs an average of 43%)

Germany has less focus on resource allocation for AI expertise and project development than the global trend (36% and 48%)

Australia wants to provide a clearer vision, strategy and direction for AI initiatives within their organizations (51% vs an average of 48%)

The variations in regional priorities and sector-specific pressures shape the ways AI is deployed across organizations, reflecting each market's unique regulatory landscape, cultural values, and strategic objectives.

## Measuring AI success

Assessing AI readiness in terms of skills, data quality, and governance, as well as aligning AI initiatives with broader business objectives is critical for success. Organizations that invest in refining their AI strategies and addressing maturity gaps will position themselves to maximize ROI, drive innovation, and maintain a competitive edge.

Measuring the success of AI initiatives provides an understanding of their impact and helps guide future investments. Many (70%) organizations use operational metrics, such as process improvements and efficiency gains, to highlight successes and a similar portion report return on investment (ROI) as a key metric. Additionally, more than two-thirds (68%) of organizations also focus on specific AI-related performance indicators, and others on feedback measures from either customers or employees (48% and 44%), reflecting AI's role in enhancing a number of key areas.

### Countries also have their own preferences in how they measure the success of AI initiatives.

**The US** is the most likely country to report **using operational metrics (76%)**, and **employee feedback (53%)** as measures of success for AI

**The UK** places less focus on AI-related key performance indicators (KPIs) than the typical trend **(55% vs 68% average)**

In contrast, **France and India** place a higher-than-average focus on **AI-related KPIs (80% in France, 74% in India vs 68% global average)**

**Germany** has less of a focus on operational metrics, leaning towards return on investment as their top measure **(61% and 67%)**

**Australia** also commonly uses **ROI as their success measure (74%)**; however, they also have a higher preference for measuring customer feedback than the global trend **(57% vs 48% average)**

So, what does this mean? Organizations and countries with higher AI maturity, such as France and India, place greater importance on AI-related KPIs and ROI, demonstrating a focus on measuring strategic outcomes and the long-term impact of AI initiatives. Conversely, countries earlier in their AI journey, like the UK and the US, lean more heavily on operational metrics and feedback, indicating a focus on immediate, practical improvements. This suggests that countries earlier in their AI journey prioritize building a solid foundation by addressing immediate operational needs and practical applications. While this focus helps deliver quick wins and build confidence in AI adoption, it may also limit their ability to realize AI's full strategic potential in driving long-term innovation and transformative growth. To stay competitive, these countries will need to gradually shift their emphasis toward more forward-looking metrics, such as AI-specific KPIs and ROI, to align with global leaders.

# Unlocking the potential of unstructured data in the AI era

As AI continues to evolve and integrate more deeply into organizations, harnessing unstructured data becomes crucial for organizations' success. It holds a wealth of untapped insights that can drive innovation, improve decision-making, and create competitive advantages.

However, the challenge of effectively using unstructured data remains a key obstacle. Unstructured data, which includes text, images, audio, video, and social media content, represents a vast and untapped resource for many. Unlocking unstructured data's full potential requires specialized tools and expertise with AI. For organizations aiming to harness AI's transformative capabilities and stay competitive in a data-driven economy, addressing the complexities of unstructured data is not just an opportunity but a necessity.


*"Unstructured data is going to very important to the success of my organization over the next two years"*

**Figure 7.** How important do you expect the following data types will be to your organization's success in the next 2 years? - Unstructured data (text, audio, video, images, social media content, emails, etc.).

Our research indicates organizations realize the potential value of pairing unstructured data with AI, as 56% claim it's going to be **very important** to their business in the next two years. In fact, most (96%) believe unstructured data will become a core pillar in the success of businesses' AI strategies.

When used with advanced AI models, unstructured data introduces new opportunities for innovation across industries by helping enterprises change how they operate to achieve greater efficiency, creativity, and growth. With advanced AI technologies such as generative AI and multimodal AI, enterprises can leverage their unstructured data to automate complex tasks and gain insights that were once beyond reach.

### Here's a look at how advanced AI using unstructured data is driving innovation:

**Automated content analysis:** AI can handle large volumes of unstructured data, automatically pulling out designated information and summarizing content to reduce manual work and speed up decision-making. Natural language processing (NLP) and computer vision help automate sentiment analysis, speech-to-text conversion, and image recognition.

**Predictive and prescriptive analytics:** By combining unstructured data with structured data, companies can improve their predictive analytics, making it easier to anticipate trends and behaviors. Unstructured data also powers prescriptive analytics, suggesting the best actions to achieve better outcomes.

**Enhanced customer interaction:** Unstructured data supports the development of intelligent chatbots and virtual assistants that interpret and respond to natural language and make customer service more intuitive and efficient. These AI-driven tools can analyze interactions in real time, provide personalized recommendations, and solve problems without human help.

**Improved operational efficiency:** Automating the extraction and processing of unstructured data can streamline many business operations, from managing documents to detecting fraud and assessing risks. For example, in the financial industry, AI can sift through unstructured data from regulatory filings, news articles, and social media to spot compliance issues or signs of fraud.

**How important is AI in reaching your two year goals in the following?**

*Showing very important data only*

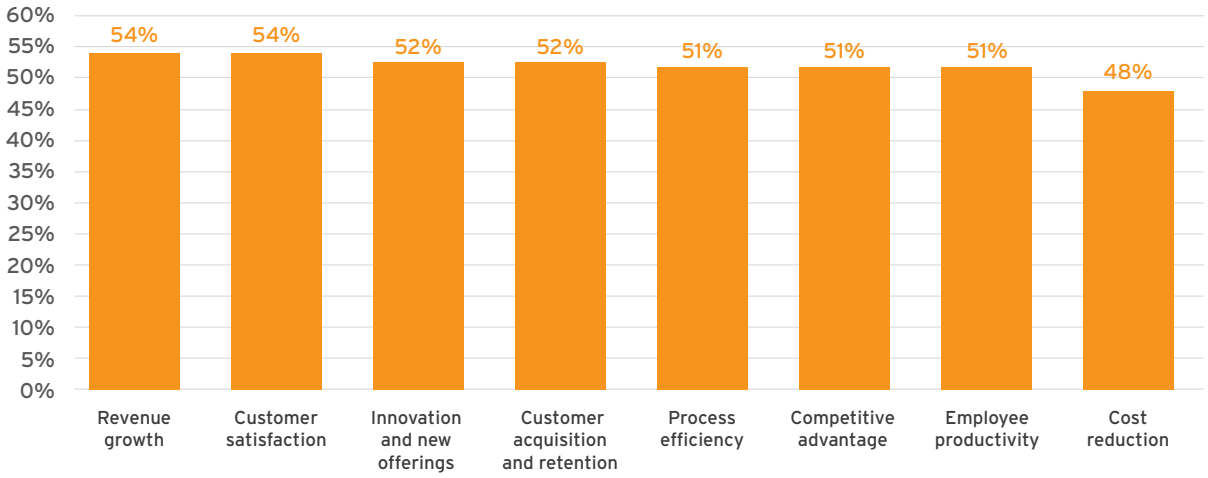



**Figure 8.** How would you rate the importance of AI in helping your organization achieve the following goals over the next 2 years? Showing percentage state "very important". Base: All respondents [1400].

## Unlocking the potential of unstructured data: a missed opportunity

Unstructured data is routinely used by just 23% of organizations today. However, as organizations mature with AI use they become more likely to integrate AI with unstructured data on a routine basis (increasing from 4% of organizations in early maturity routinely using it to 56% in organizations most mature). This suggests that effectively leveraging unstructured data is both a marker and an enabler of AI maturity—organizations that successfully harness AI for unstructured data are likely realizing greater insights, automation, and competitive advantage. Those lagging behind may risk missing out on critical opportunities for innovation and operational efficiency.

Organizations in IT, technology, and telecoms lead the way when leveraging AI to extract value from unstructured data—an expected outcome given their expertise in cutting-edge technologies and the high volume of complex data they manage. Meanwhile, organizations in media, leisure, and entertainment report routine AI use at a similar rate (28%), benefiting from AI-driven tools to deliver personalized experiences and targeted content. In contrast, the insurance and manufacturing sectors are the least likely (18%) to routinely apply AI to unstructured data. This may be due to their reliance on traditionally structured data (e.g., claims processing or production metrics), making AI-driven unstructured data analysis a lower priority.

Despite the varied use of unstructured data, it's still not routinely used by everyone, likely due to challenges related to management and governance. In fact, many companies lack the right strategies and tools to manage the entire lifecycle of unstructured data to make it ready for AI.

**As organizations mature with AI use they become more likely to integrate AI with unstructured data on a routine basis, increasing from 4% of organizations in early maturity routinely using it to 56% in organizations most mature.**

**For instance ...**


Only **27%** of organizations globally report they're highly effective at governing, protecting and ensuring audit-ready compliance of unstructured data for its applications

In fact, **16%** say their organization has made limited progress with implementing such a process. It's clear this is already a setback for organizations, with very few feeling they are maximizing the value they get out of their unstructured data


Only **27%** have implemented processes for preparing high-quality data, or making their data trustworthy


Only **28%** are highly effective at managing unstructured data at scale via advanced capabilities


Only **25%** feel they excel at making unstructured data accessible

These challenges can be devastating for organizations. If untrustworthy unstructured data is used, inaccurate insights and decisions could impact your overall effectiveness of AI systems, create poor model performance, and potentially lose stakeholder trust. What's more, inaccurate insights will negatively impact employees' confidence in leveraging AI. Ensuring that unstructured data is high-quality, trustworthy, and accessible is essential for training effective AI models and achieving reliable outcomes.

This is where a unified asset strategy - a framework that helps organizations plan their approach - can help, along with a unified management platform that helps them transform and realize the power of unstructured data.

Organizations want to improve the value of their unstructured data. Almost all (97%) agree they need to do more to improve their unstructured data's trustworthiness, want to do more to improve the quality of their unstructured data, and want to increase its availability for AI applications. The interest is there, organizations just need to line up the right resources to accomplish this.

If changes aren't made, organizations won't be able to effectively leverage unstructured data. Incorporating a unified asset strategy and management platform is no longer just a best practice but a necessity for organizations seeking to fully harness unstructured data for AI. As more companies recognize the need for a structured approach to data readiness, they position themselves to leverage advanced AI capabilities more effectively. With 98% of decision-makers viewing these frameworks as critical to being AI-ready, it's clear that organizations prioritizing these strategies are setting themselves up for sustainable, data-driven success.

## Balancing confidence with the need to improve unstructured data

By country, India is the most confident in their unstructured data processes, reporting themselves as having the most effective approach across governance, management, preparation and trustworthiness. Despite their confidence in their processes, India doesn't leverage unstructured data the most across use cases – in fact France does.

### Average portion of AI use cases that leverage unstructured data

*Data split by country*

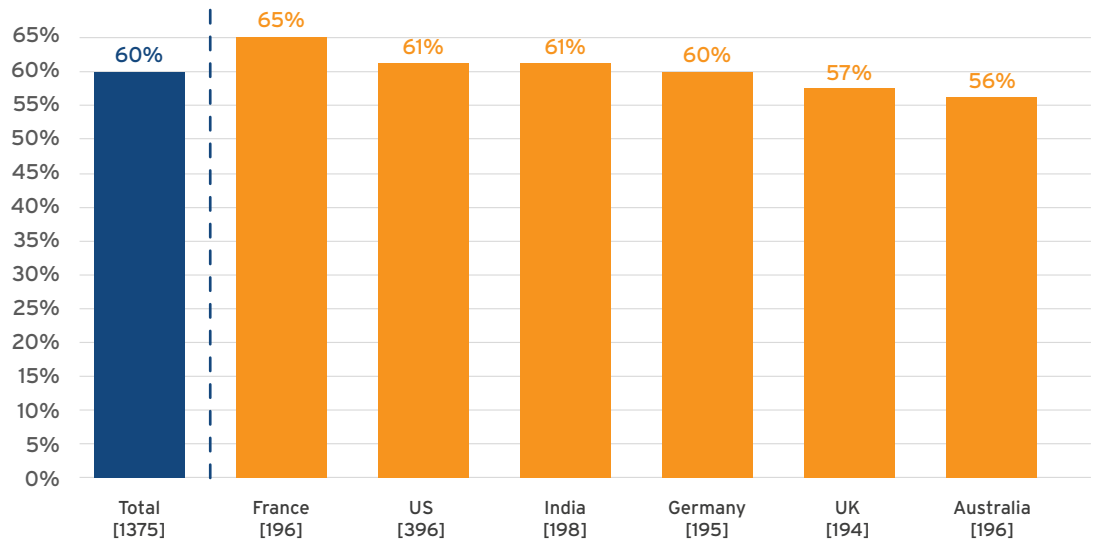



**Figure 9.** Approximately what portion of your AI use cases leverage unstructured data? Base: If Q9 is not "We do not use AI to extract value from unstructured data" or "Don't know", Average shown. Base: Data split by country, base shown in chart.

This begs the question - Is India overestimating the processes they have in place? It seems this is the case, as they're also one of the top markets to strongly agree that more needs to be done to improve the quality of their unstructured data for use in AI applications.

These improvements won't be overlooked, as half (49%) of decision-makers from global organizations strongly agree that the use of unstructured data is extremely important to the success of their AI strategy. This strong consensus reflects the heightened awareness and urgency to integrate unstructured data and address unstructured data quality as a foundation for AI success. It's now evident that advancing unstructured data capabilities is not just a strategic goal but a pivotal factor for staying competitive in their AI journey.

# Conclusion

**AI technology is accelerating across industries and regions, yet the global landscape for adoption remains uneven.**

Countries earlier in their AI journey prioritize immediate operational efficiencies, focusing on practical applications that deliver quick wins. While this approach builds confidence in AI adoption, it risks limiting long-term strategic gains. To stay competitive with global leaders, organizations in these markets must gradually shift their emphasis toward forward-looking metrics, such as AI-specific KPIs and ROI, ensuring their AI strategies evolve beyond foundational improvements to drive true innovation – something more mature organizations are already doing.

One of the biggest barriers to AI's full potential is the ongoing challenge of managing and leveraging unstructured data. Despite its varied use, many organizations lack the necessary tools and strategies to effectively govern, protect, and make unstructured data ready for AI applications. Many of the struggles around preparing unstructured data stem from challenges in making it trustworthy for AI applications. Without proper preparation, the quality and consistency of this data can suffer, ultimately impacting the accuracy, reliability and overall impact of AI-driven insights and decisions.

It's becoming increasingly clear that overcoming these challenges is critical. Organizations that fail to address these gaps will struggle to scale their AI initiatives, missing opportunities for efficiency, innovation, and competitive differentiation.

To fully capitalize on AI, organizations must refine their data strategies, invest in governance and lifecycle management for increased trustworthiness, and ensure AI maturity progresses beyond operational automation. Those that take proactive steps now with enhancing unstructured data management, aligning AI with business goals, and adopting advanced AI capabilities, will be best positioned to lead in the next era of AI-driven growth.

## How can Iron Mountain help?

Whether you're at the start of your AI journey or reaching full maturity, Iron Mountain can help you turn your information into insights and further your AI-readiness. Determine what information should be scanned, stored, or defensibly destroyed, by developing a data governance framework. Automate manual processes, enable audit-ready compliance, and make information accessible and useful with Iron Mountain InSight® Digital Experience Platform (DXP). The scalable platform offers comprehensive digital and physical content management, intelligent document processing, workflow automation, and information governance capabilities that seamlessly integrate into your existing environment and support your digital transformation initiatives.

# A touch on the maturity model analysis

Conducted across six countries, with 1,400 IT and data decision-makers, the research uncovered a maturity curve and indicated that organizations fit into one of five segments based on ten pillar attributes, including how prepared they are to use unstructured data in their AI applications.

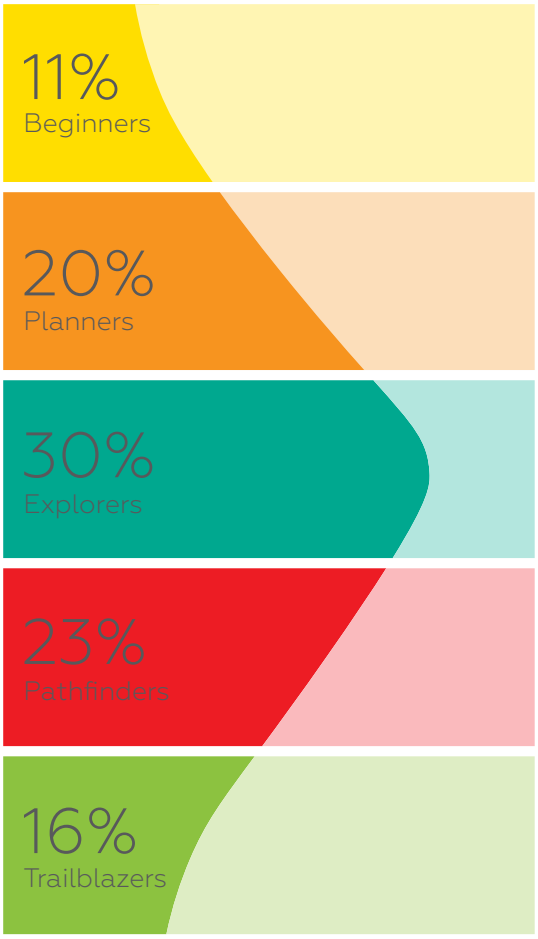



**Figure 10.** Maturity model graph created through weighting each maturity assessment question based on the final data. All questions were asked to all respondents [1400].

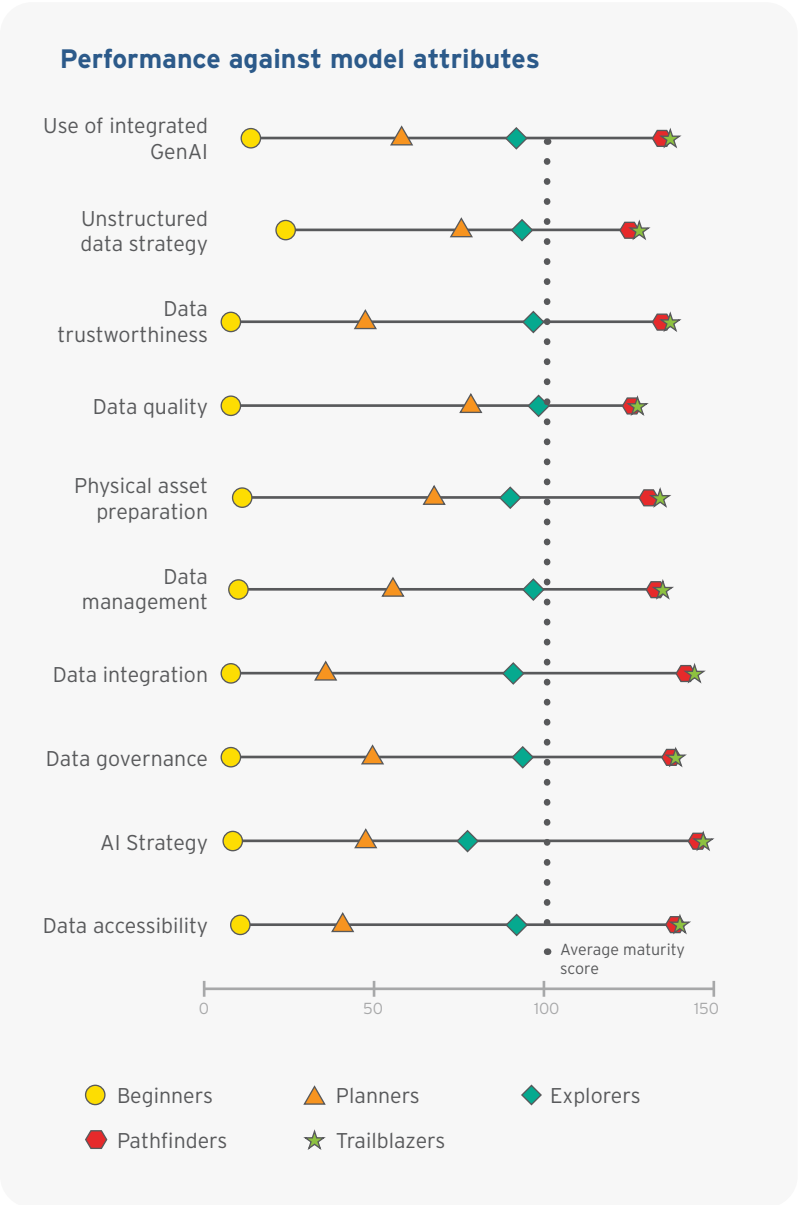



**Figure 11.** Gap analysis using maturity model scores. Base: Beginners [150], Planners [277], Explorers [419], Pathfinders [325], Trailblazers [229].

**Maturity model key findings:**

- Beginners have made little progress with the greatest advances within having, to some extent, an unstructured data strategy
- Pathfinders and Trailblazers are quite similar at peak maturity, with Trailblazers having only a slight edge over Pathfinders across attributes
- Pathfinders and Trailblazers have a maturity index significantly higher than any of the other groups

    They are still distinct maturity groups separated by Trailblazers having a more sophisticated nature in their approach to the attributes. Their advanced focus has allowed them to begin refining their use of AI, concentrating on uses which will benefit them the most.

- On average, there is a 131-point gap between Trailblazers and Beginners & the biggest gap is within maturity around their AI strategy
- As organizations become more mature, they are more likely to already have extensively integrated AI across all business-critical applications (81% vs 0%)

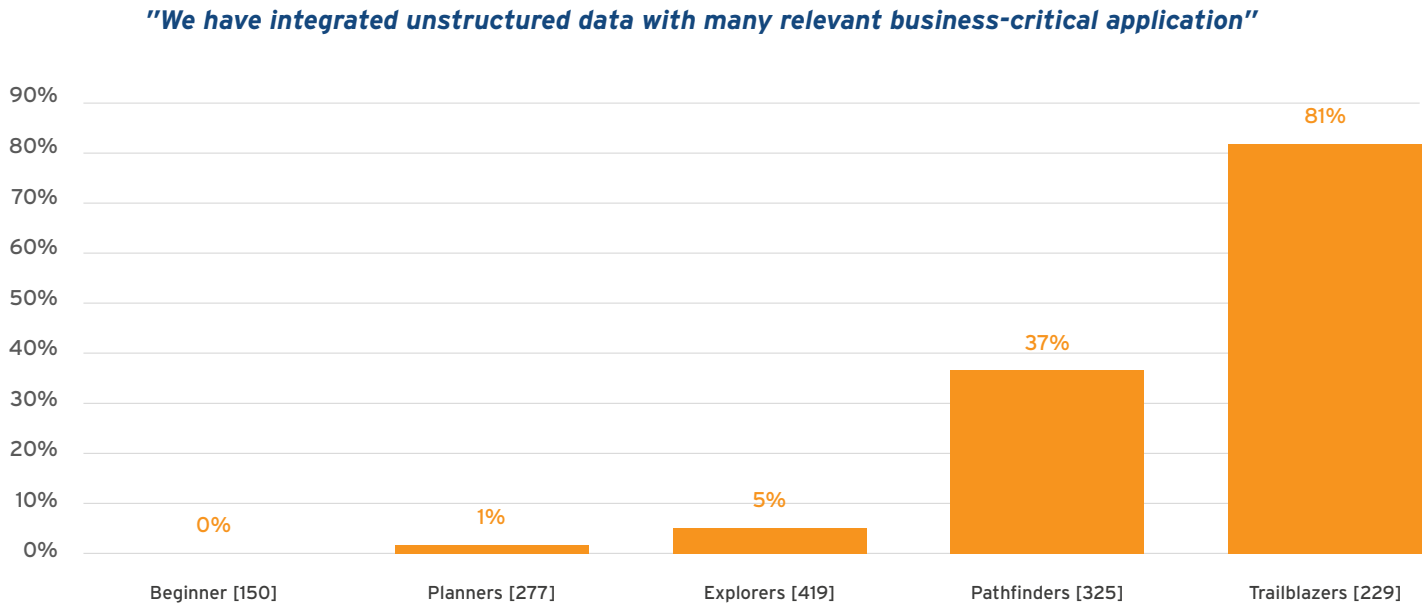



**Figure 12.** To what extent has your organization integrated its unstructured data with business-critical applications that use AI? Data split by maturity segments, base shown in chart.

# About the Research

Iron Mountain commissioned independent market research specialist Vanson Bourne to conduct this piece of research. The study included surveying 1,400 IT and data decision-makers who have knowledge of or responsibility for AI strategy at their organization. Respondents' organizations had to have 250 employees or more across the following countries: US, UK, France, Germany, India and Australia.

Organizations are from several public and private sectors but there was a strong focus in banking and financial services, insurance, healthcare and life sciences, media and entertainment, the public sector (excluding healthcare) and energy.

## About Vanson Bourne

Vanson Bourne is an independent specialist in market research for the technology sector. Their reputation for robust and credible research-based analysis is founded upon rigorous research principles and their ability to seek the opinions of senior decision-makers across technical and business functions in all business sectors and all major markets. For more information, visit www.vansonbourne.com.

IRON MOUNTAIN®

### About Iron Mountain

Iron Mountain Incorporated (NYSE: IRM), founded in 1951, is the global leader for storage and information management services. Trusted by more than 220,000 organizations around the world, and with a real estate network of more than 85 million square feet across more than 1,400 facilities in over 50 countries, Iron Mountain stores and protects billions of information assets, including critical business information, highly sensitive data, and cultural and historical artifacts. Providing solutions that include secure storage, information management, digital transformation, secure destruction, as well as data centers, art storage and logistics, and cloud services, Iron Mountain helps organizations to lower cost and risk, comply with regulations, recover from disaster, and enable a more digital way of working. Visit www.ironmountain.com for more information.