



# KEY STEPS IN THE INFORMATION LIFECYCLE MANAGING YOUR DATA

INFORMATION IS CREATED:



**90%**  
OF GLOBAL DATA IS  
**TWO YEARS OLD**  
OR LESS<sup>1</sup>



**2.5** BYTES OF DATA  
CREATED **DAILY**<sup>2</sup>  
**quintillion**



## EARLY AND MIDLIFE PROTECTION:

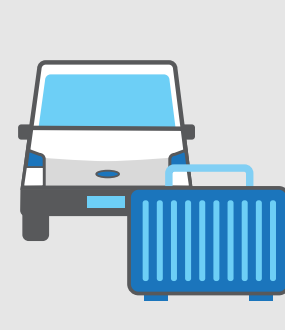
A DISK, TAPE AND/OR CLOUD SYSTEM BACKS IT UP DAILY



**ONSITE STORAGE**  
TO DISK RECOVERY  
APPLIANCE



**OFFSITE BACKUPS**  
TO CLOUD OR  
MIRROR SITE

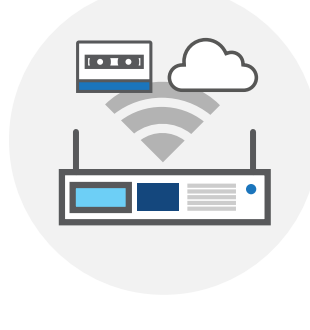


**SECURE BACKUPS**  
TO AN OFFSITE  
TAPE VAULT

## THE GOLDEN YEARS:

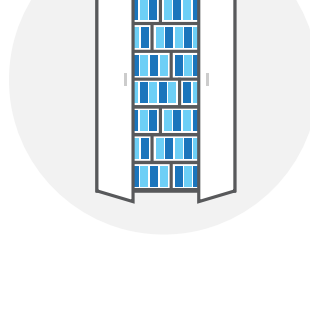


### TAPE IS IDEAL FOR STORING UNSTRUCTURED DATA



#### TAPE-CLOUD HYBRID ARCHIVES

combine LAN-based data access with secure tape vault or cloud storage



#### OFFSITE TAPE ARCHIVES

store long-term data inexpensively



## THE FINAL PASSAGE

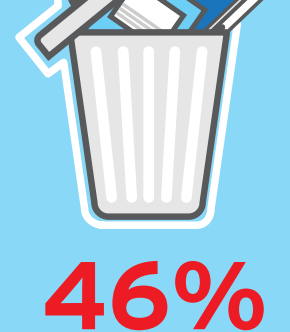
### SECURELY DESTROY DATA THAT'S EXCEEDED ITS BUSINESS OR REGULATORY LIFECYCLE



**HARD DRIVE AND TAPE DESTRUCTION**  
purges expired magnetic, digital and flash-media and their data



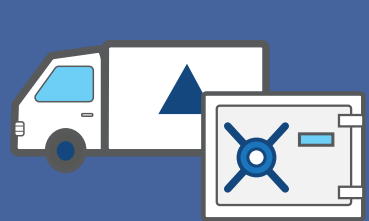
**42 MILLION**  
TONNES OF E-WASTE  
PRODUCED GLOBALLY  
IN 2014<sup>2</sup>



**46%**  
OF COMPANIES HAVE  
NO FORMAL IT ASSET  
DISPOSITION PROGRAMME<sup>3</sup>

IRON MOUNTAIN SUGGESTS

LET US MANAGE YOUR LIFETIME OF DATA



**OFFSITE TAPE VAULTING:**  
IMPROVE SECURITY, STORE EFFICIENTLY AND QUICKLY RECOVER YOUR CRITICAL APPLICATIONS AND DATA IN DISASTER-RECOVER SITUATIONS



**RESTORATION ASSURANCE PROGRAMME:**  
RESTORE CRITICAL DATA - PROTECT AND RECOVER CRITICAL ARCHIVED INFORMATION QUICKLY, EFFICIENTLY AND COST EFFECTIVELY



**SECURE E-WASTE AND IT ASSET DISPOSITION (ITAD) SERVICES:**  
DESTROY AND RECYCLE OBSOLETE PHYSICAL MEDIA, INCLUDING TAPE CARTRIDGES AND HARD DRIVES, IN A SECURE, COMPLIANT AND ENVIRONMENTALLY FRIENDLY WAY, COMPLETED WITH A CERTIFICATE OF DESTRUCTION

LEARN HOW TO BUILD A SMARTER DATA BACKUP STRATEGY IN THREE STEPS

**LEARN**

Sources: 1. <http://www.ironmountain.com/Knowledge-Center/Reference-Library/View-by-Document-Type/General-Articles/F/From-Creation-to-Destruction-The-Story-of-Your-Datas-Lifecycle.aspx> 2. <http://i.unu.edu/media/unu.edu/news/52624/UNU-1stGlobal-E-Waste-Monitor-2014-small.pdf> 3. <http://www.ironmountain.com/Knowledge-Center/Reference-Library/View-by-Document-Type/General-Articles/M/Make-the-Case-for-Secure-IT-Asset-Disposition.aspx> | <http://www.ironmountain.com/Services/Data-Management/Archive.aspx> | <http://www.ironmountain.com/Knowledge-Center/Reference-Library/View-by-Document-Type/White-Papers-Briefs/A/A-Practical-Guide-To-Information-Governance.aspx> | <http://www.ironmountain.com/Knowledge-Center/Reference-Library/View-by-Document-Type/General-Articles/Y/Your-Data-Mine-Structuring-the-Unstructured.aspx> | <http://www.evault.com/uncategorized/top-benefits-of-hybrid-cloud-solutions-for-backup-and-archive/> | <http://www.ironmountain.com/Knowledge-Center/Reference-Library/View-by-Document-Type/Data-Sheets-Brochures/C/Compliant-Asset-Tracking-Service.aspx>