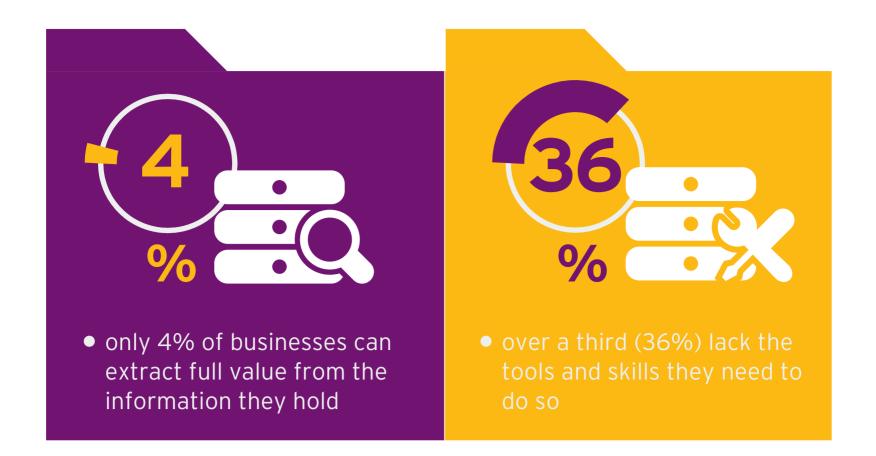
THE FIRST-EVER INFORMATION VALUE INDEX IS HERE AND THE RESULTS SHOW A BIG DISCONNECT

Two-thirds of businesses unable to extract value from their information – and a quarter derive no benefit at all.

New research on European and North American companies from PwC and Iron Mountain reveals:

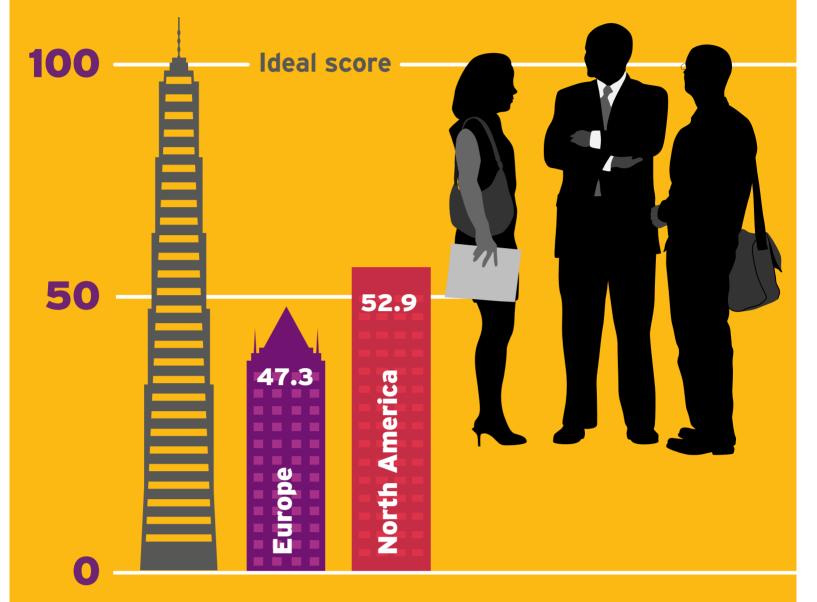


As a result:

- 43% obtain little tangible benefit from their information
- 23% derive no benefit whatsoever



The results have been used to create an **Information Value Index** that measures how well different businesses in different countries currently manage their information for competitive advantage.



The index confirms that the vast majority of businesses - regardless of size, geography or sector - have a long way to go before they can fully realize the value from their information.

The findings show that **(67% of European / 75% North America)** business leaders believe that they are making the most of their information. But a look at the resources they deploy tells a very different story.

One in four (27%) in Europe and **one in five** (22%) in North America **don't employ data analysts** to extract value from information.



North America

22

%

23% overall (23% in Europe and 21% in North America) **lack the data interpretation skills** and **23% overall** (25% in Europe and 22% in North America) **lack the insight application capabilities** required to deliver a return on information.

16-18% in Europe and 12% in North America

don't believe the organization knows what information it holds



28% (32% in Europe and 23% in North America)

Many are failing to

effectively manage

their information as

it travels through

the business.

don't believe it knows how information flows through the business and where it is most **valuable**

21% (21% in Europe and 20% in North America) don't believe it knows how information flows

through the business and where it is most **vulnerable**

A summary of the report, Seizing the information advantage: How organizations can unlock value and insight from the information they hold, can be found at www.ironmountain.com/pwc

How does your business score? Are you surprised by the findings? Share your thoughts on **Twitter** with us **@IronMountain**

Iron Mountain and PwC surveyed 1,800 senior business leaders across a broad range of sectors (energy, financial services, legal services, manufacturing and engineering, healthcare (US only) insurance, pharmaceuticals), in North America (US and Canada) and five European countries (France, Germany, Spain, the Netherlands and the UK). The responses to 36 of the questionnaire statements in the survey drive and populate the information value index. PwC and Iron Mountain consider these statements to represent the core organizational (governance and culture) and technical capabilities (skills and tools) and the associated benefits that demonstrate an information advantage.

