



WHAT IF YOU COULD:

Accelerate digital transformation: capture, classify, index, enrich and visualize your data regardless of format - physical and digital.

Reduce risk and drive compliance: validate your data is complete and apply automated information governance.

Use one cloud based system of record: archive data from multiple content sources.

Achieve business assurance: empower critical decisions by unlocking the power and value hidden in your data.

SOLUTION BRIEF

ACTIONABLE INSIGHTS FOR THE INSURANCE INDUSTRY

BUSINESS CHALLENGE:

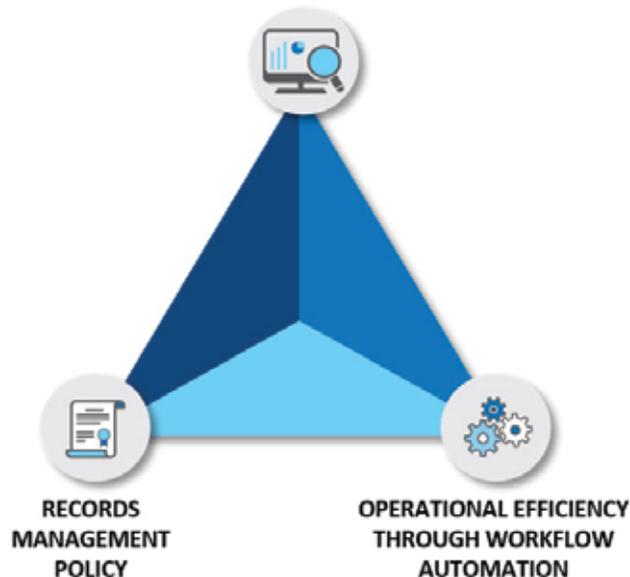
The distributed nature of today's business environment can create an ecosystem of diverse systems with multiple data types from various data sources, including physical (paper, tape), and digital (application generated, human generated) information.

Most information is now digital, but many physical records are still archived off-site, and most organizations also often encompass multiple departmental "silos," each utilizing its own records and information management processes. This lack of standardization creates inefficiencies that can negatively affect your ability to gain critical business insights from your information, and increases the risk of audits and legal action. Information to make it more usable. The resulting enriched content can then enable enhanced automated governance.

A CONTENT BUSINESS SERVICES PLATFORM

Iron Mountain InSight® is a content services platform that provides actionable business insights and predictive analytics through Machine Learning (ML) -based classification of a company's physical and digital information, which adds structure, context and meta-data to information to make it more usable. The resulting enriched content can then enable enhanced automated governance and workflow throughout your organization.

BUSINESS INTELLIGENCE THROUGH CONTENT ANALYTICS AND DATA VISUALIZATION



HOW IT WORKS

Iron Mountain InSight “industrializes” the process of data capture and content enrichment. It supports data ingestion from various sources: physical (paper, tape), digital (application generated, human generated). Once ingested, the documents are classified by type and the metadata is organized as a collection.

This process trains the convolutional neural networks connected to the platform, so that once document and metadata indexing is complete, a baseline library is established, which can then be searched for patterns and trends and used to run visualization and analytics tools against applicable business use cases.

The content services platform uses both visual and text classification to increase classification accuracy, allowing users to focus on the analysis needed to drive business decisions.

SECURE COLLABORATIVE ACCESS TO YOUR INFORMATION

While every organization strives for collaboration it's inevitable that business silos exist, which can make it difficult to transfer knowledge, share expertise and exchange files among different teams. With Iron Mountain InSight, many teams across multiple lines of business can gain actionable insights from your data using one secure system of record.

Iron Mountain InSight can help you solve difficult business challenges including:

BUSINESS LINE	BUSINESS CHALLENGE	SOLUTION BENEFITS
Legal	Understanding of and ability to find and search for non-standard clauses included with specific customer contracts to speed up legal activity and response.	Knowledge of content against specific clauses in customer contracts to understand risk and management of customer contracts.
Claims Processing	A global insurance company looked to streamline operations of processing claims forms in order to be more responsive to the customer and increase the accuracy of the RPA process.	Faster and more accurate claims processing. Ability to assess trends and patterns to identify possible anomalies in the filing of loss claims to look for emergence of fraud. Leverage data insights to create new revenue streams.
Property Insurance	A commercial bank with an insurance division sought the analytics needed to increase book of business with existing customer base and detect/predict risks related to increased cancellations relative to economic conditions.	Leverage analytics to identify opportunities for the organization to upsell and cross-sell its own suite of insurance products by proactive outreach. Identify and mitigate risk across total real estate portfolio, avoid costly fines from regulators. Better and centralized visibility across the complete customer portfolio.