

TRANSFORMING REC O YOUR WORKSPACE: KEY CONSIDERATION

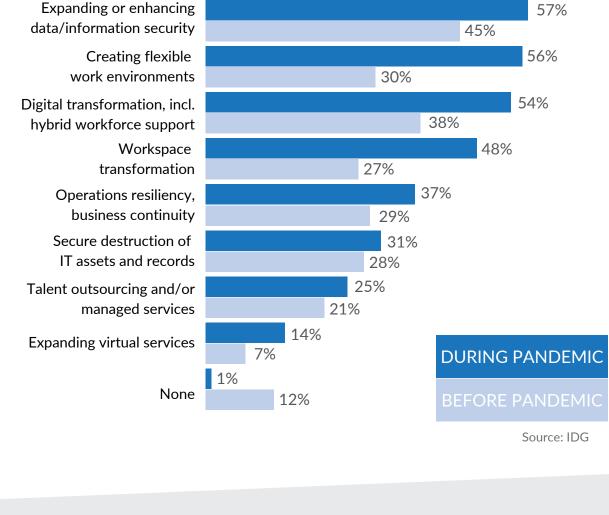
different in 2022 than they did when we asked media asset managers about their plans in 2019. Back then, the majority were looking to acquire new real estate to best support their people, with visions that included carving out collaboration zones. Now, they are reengineering their existing

Workspace transformation projects look a lot

spaces and consolidating spaces to best support a workforce with changing priorities. At the same time, they are balancing the need to protect their assets and information in a way that doesn't stymie productivity.



Expanding remote 64% working options 30%



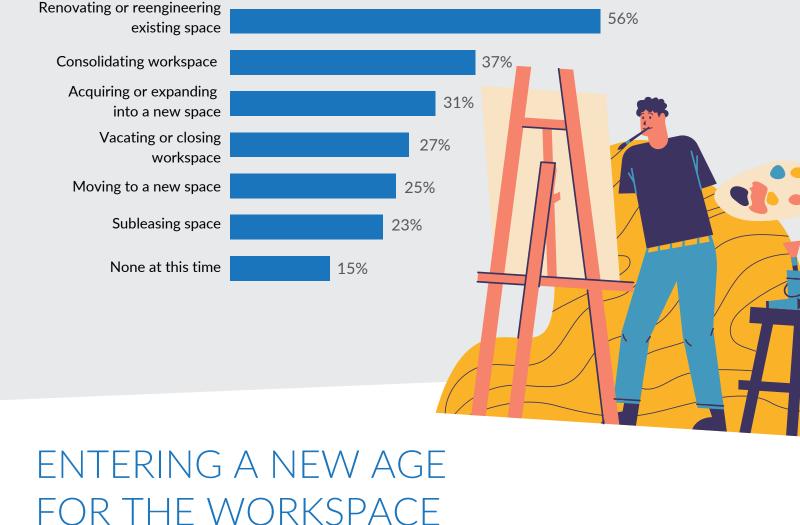
RE-EXAMINING SPACE

64%

57%

56%

54%



enhancing security around data and information management is a must. PROJECT PRIORITIES

Expanding remote working options Expanding or enhancing data/information security

Creating flexible work environments

As media asset managers prioritize flexible work environments, expanding and

Digital transformation, incl. hybrid workforce support



Roughly 20% 1010 of employees want full remote 0100 arrangements, but...



17700010

01101010

34%

Increased

threat from

unstructured

data coming

from end-user

devices

Improper

handling/

disposal of

assets by remote

employees

Lack of

visibility into

securing of

expanding

volume of

assets

Unauthorized

asset access and



Changing

cybersecurity

Compliance/

regulation

Exposure or

loss of sensitive

employees/customers

safe while also meeting

compliance standards

STEPS TO WORKPLACE TRANSFORMATION

53%

DOCUMENTS

35%

CONDUCTING AN

INVENTORY OF PHYSICAL

DESTRUCTION ELIGIBILITY

ASSETS TO DETERMINE

DIGITIZING PHYSICAL

When planning projects, media asset managers first ensure assets are protected during a move or transition. This frees up physical space to make it safer, in a highly secure way. TOP CONSIDERATIONS WHEN PLANNING A WORKSPACE TRANSFORMATION PROJECT

69%

Set up data

backup and

recovery systems

Achieving a digitized environment is highly important or critical to projects for 83% of media asset managers. They plan to reduce physical media from a third to a quarter by:

66%

Digitize assets and

records

71% 72% Protect private Configure space to keep

Respondents who stated considerations

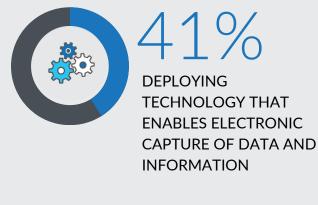
as critical or high priority

and confidential

assets during a

move or other

transition



41% **DEPLOYING** TECHNOLOGY THAT **ENABLES ELECTRONIC**

33%

AND FILES

SECURELY DESTROYING

PHYSICAL RECORDS



these projects.

This includes strategies for

disposition of assets and information

records and information compliance.

and help determining the state of

Media Asset Managers say a detailed assessment, by location, to eliminate unproductive space helps jumpstart



IMES CAN HELP Iron Mountain Entertainment Services helps you rethink your media storage by

and securely store the rest, either on a temporary basis or permanently. Assets can be digitized and workflows automated to provide anytime, anywhere access.

performing a complete assessment of your space. We design a plan to optimize the use of your space by securely digitizing assets that you no longer need to physically retain







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