

# CLOUD-BASED DATA PROTECTION

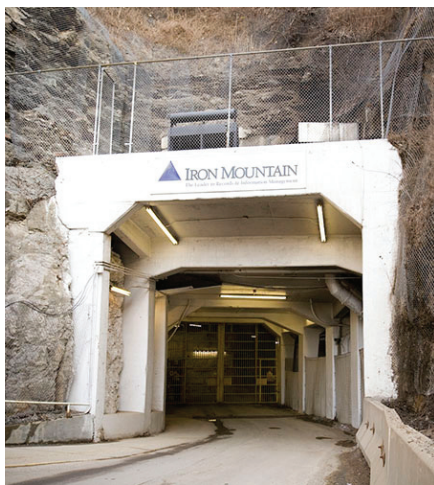
Helping enterprises become more agile

## BENEFITS

- Business agility
- Cost efficiency
- Speed
- Flexibility
- Improved disaster recovery

## FEATURES

- Seamless, fully automated, near continuous data protection
- Native, embedded data deduplication
- Scalability
- Encryption at all times
- Underground, secure mirrored data centers



*Entrance to Iron Mountain's underground facility, one of the most secure, commercially-owned data centers in the world.*

Enterprises that seek to protect their data using only on-premises schemes face serious ongoing challenges with cost, capacity, and complexity. The hardware and infrastructure necessary for adequate data protection represent a substantial capital investment, as well as continued investment over time. Once you've bought the hardware, you've also bought the headache of responsibility for the complex and burdensome disk and tape backup process.

Furthermore, your ongoing lights-on expenses and commitment of resources prevent you from using your limited resources on more strategic projects central to your business, forcing you to spend time monitoring the progress of manual backups and troubleshooting problems. Meeting your mandate to do more with less, becomes impossible.

To cope with these challenges, organizations are turning to cloud-based data protection for relief. The adoption of cloud solutions is growing, with a nearly 40 percent expansion in the use of third-party cloud storage for off-site copies expected by 2012 ("Data Protection Trends," ESG, April 2010). These organizations are discovering that the sooner cloud-based data protection appears in their processes, the greater the benefits.

## BENEFITS OF THE CLOUD

Data protection is the ideal application to move to the cloud, because, for most companies, it's not a core or strategic part of their operation, but rather a mundane "must have" task. Organizations find it easy to buy, deploy, and manage cloud-based data protection. By leveraging cloud-based solutions, enterprises can avoid capital investment and the endless treadmill of upgrades to their tape, disk, and server infrastructure. Without the unnecessary burden of traditional backup, it enables your enterprise to be more agile and competitive. Cloud-based capacity scales effortlessly to meet the growth requirements of your business, providing flexible and on-demand pay-as-you-go financing.

## COMPREHENSIVE CLOUD-BASED DATA PROTECTION

Iron Mountain's comprehensive cloud solution provides an automated, fully managed, cloud-based data protection service for servers, applications, desktops, and laptops offering proactive administration and monitoring of data.

## Cloud-Based Data Protection

Data moves off-site automatically to secure, mirrored Iron Mountain data centers. Advanced, patented deduplication technologies decrease the storage necessary for backup and recovery, cut the time for data transfer, and diminish the load on organization networks.

Using a Web-based management portal, you can manage and monitor the entire data protection workflow from a Web browser anywhere, anytime. You can create customized backup policies, check status, delegate responsibilities across your enterprise, and initiate restore operations whenever needed.

### ENJOY THE BENEFITS

Iron Mountain's cloud-based data protection enables organizations to shift the burden of the complex backup process, its technology, and necessary management to the data protection experts at Iron Mountain. As a result, you enjoy reliable

and simple data recovery with a solution that's easy to set up and use, requiring no training. With Iron Mountain's SLA-guaranteed service for seamless, reliable, and secure data protection, your organization gains the elasticity and enterprise agility necessary to compete in today's markets. You also gain the benefits of Iron Mountain's economy of scale with an on-demand, pay-as-you-go cost-effective structure that helps with your bottom line. Iron Mountain's global presence allows geographically-located data centers to support worldwide service while satisfying local requirements.

Iron Mountain has been protecting customer information for more than half a century. Today, Iron Mountain is the world's largest service provider for data protection and archiving in the cloud. We operate in more than 35 countries on five continents, and serve as a trusted partner to more than 140,000 corporate clients.

#### SERVERS AND APPLICATIONS

##### *Iron Mountain's LiveVault provide:*

- Automated, fully managed, cloud service for offsite data protection
- Proactive administration and monitoring of data
- Automatic and continuous backups including open files and databases
- Advanced DeltaRestore™ technology restores only data that has changed
- Optional TurboRestore™ appliance enables faster recovery of large amounts of data
- Data shuttle service for bulk data recovery including disaster recovery

#### DESKTOPS AND LAPTOPS

##### *Iron Mountain's Connected Backup provide:*

- Automatic cloud-based backup and recovery for endpoints
- Patented data reduction technologies
  - reduce storage up to 85%
- Automatic backup in the background, without interrupting users
- MyRoam® - users recover data through secure Web portal
- No IT or Help Desk intervention
- Supports both PCs and Macs

#### COMPREHENSIVE CLOUD DATA PROTECTION

##### *Both LiveVault and Connected Backup offer these features:*

- Advanced encryption and other security technology safeguard your data during transmission, storage, and recovery
- Built in deduplication for capacity and bandwidth optimization
- Underground data storage facilities satisfy the strictest security standards.
- All data is replicated to a second geographically separate fully redundant data center



120 Turnpike Road,  
Southborough, MA 01772

About Iron Mountain. Iron Mountain Incorporated (NYSE: IRM) provides information management services that help organizations lower the costs, risks and inefficiencies of managing their physical and digital data. Founded in 1951, Iron Mountain manages billions of information assets, including backup and archival data, electronic records, document imaging, business records, secure shredding, and more, for organizations around the world. Visit the company Web site at [www.ironmountain.com](http://www.ironmountain.com) for more information.

© 2010 Iron Mountain Incorporated. All rights reserved. Iron Mountain and the design of the mountain are registered trademarks of Iron Mountain Incorporated. All other trademarks and registered trademarks are property of their respective owners.