



GLOBAL PARTNER PROGRAM

# Iron Mountain and Solution Partners: SOLVING CUSTOMERS' INFORMATION MANAGEMENT CHALLENGES

## Management Challenges: **GRAPPLING WITH THE DATA EXPLOSION**

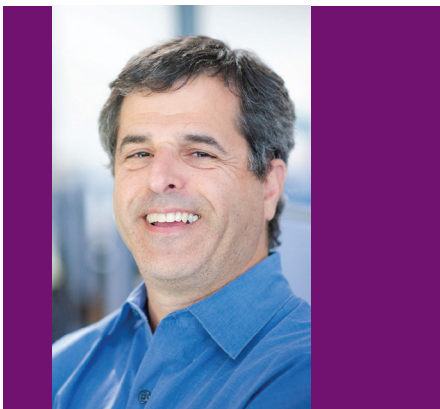
The challenges of managing data today are greater than they have ever been. Along with growing data volumes generated in-house, companies are struggling to keep pace with unstructured data created on laptops and other mobile devices. Costly applications and additions to infrastructure often prove quick fixes rather than permanent solutions, while traditional processes, such as on-site disk and tape backups, often don't work as expected—which companies only realize when they need to recover their data. Challenged to merely get their data under control, companies must also be sure it's organized and searchable in case of litigation—or risk hefty penalties, or even their future. While data can differentiate companies and provide a powerful competitive edge, if it's not managed properly, it can also be a company's greatest liability.

## Iron Mountain and its Partners: **SOLVING THE CHALLENGES**

For Iron Mountain, helping companies face the challenges around retaining digital information is a natural extension of its decades-long mission. Since its beginnings as an archiving service for paper records in 1951, Iron Mountain® has evolved to manage all types of data—no matter the format, media or location. Through its network of under- and above-ground facilities, Iron Mountain provides the most secure data storage commercially available.

In making its technology and services available to solution providers, Iron Mountain delivers 60 years of experience gained from working with thousands of companies worldwide, including more than 95 percent of the Fortune 1,000. Iron Mountain, itself a Fortune 1,000 company, had revenue of more than \$3 billion in 2009.

Together, Iron Mountain and its partners offer customers a range of proven cloud-based and on-premises solutions to protect, manage and archive data. Customers benefit from Iron Mountain's depth of expertise, coupled with our partners' ability to help build, manage and deliver.



## COMPLEMENTING MANAGED SERVICES WITH ONLINE BACKUP

*Jeff Rudolph, Partner, Sikich*

### ABOUT SIKICH:

Sikich is a professional services firm with ten offices in the Midwest. Headquartered in Aurora, IL, Sikich employs over 350 people and offers a breadth of services including Accounting, Tax, Technology, Consulting, Wealth Management, Marketing, Human Resources and Investment Banking. Sikich is a Microsoft® Gold Certified partner, with technology practices in Infrastructure, ERP, CRM and Development.

“LiveVault® helps us sleep better at night, knowing that we won’t get customer calls stating, ‘my backup didn’t work.’”



## BACKS UP ONLY DATA THAT HAS CHANGED

### THE IRON MOUNTAIN RELATIONSHIP:

Sikich has been an Iron Mountain partner since 2003, before “cloud” was even in the lexicon. The partnership has been invaluable for Sikich and its customers, says Jeff Rudolph, Partner-In-Charge, Technology.

“Iron Mountain has a name that you can stand behind,” he says. “With their reliable technology and competitive pricing and margins, we have a great story to tell our customers. Iron Mountain is an excellent partner; we don’t compete against them, and they have a good deal registration process. The relationship just works.”

The Sikich-Iron Mountain partnership is focused on a couple key customer segments: For customers with up to 100 PCs, Iron Mountain’s LiveVault solution is used to back up the entire data set; for larger clients, Sikich typically backs up key applications using the LiveVault solution, specifically ERP and CRM data sets.

### JOINTLY SOLVING CUSTOMER PROBLEMS:

Sikich required a hands-off solution that provided open file backup for applications such as Microsoft® SQL Server®. The solution also needed to support organizations with small recovery point objectives, since for many of Sikich’s customers, one backup every 24 hours would not suffice. Sikich also needed support for customers that had challenges with their tape-based backup and restore processes.

Iron Mountain’s LiveVault solution “provides continuous, offsite byte-level backups and delta restores, and rounds out Sikich’s managed services offerings,” Rudolph says. “LiveVault helps us sleep better at night, knowing that we won’t get customer calls stating, ‘my backup didn’t work.’”

Rudolph has found LiveVault easy to install and unintrusive for his customers. It backs up only bytes of data that have changed—leaving much of their bandwidth free. Storage in highly secure data facilities gives Rudolph peace of mind that his customers’ data is safe.

The LiveVault service complements Sikich’s Microsoft Dynamics® solution practice, and can be bundled as part of the customer proposal. With the support provided by Iron Mountain, the service has also given Rudolph more time to focus on other demands of his business.

“With a small footprint agent and excellent technical and marketing support, there’s very little administration required,” he says. “Billing customers is the most time-consuming part of the process.”



## ARCHIVING UNSTRUCTURED DATA

*Ryan Williams, Managing Consultant*

### **ABOUT PROJECT LEADERSHIP ASSOCIATES (PLA®):**

Project Leadership Associates provides a broad range of business and technology solutions that address enterprise-wide strategy, operations, applications and infrastructure challenges. Founded in 1998, PLA is headquartered in Chicago, with branch offices in Dallas, Houston, Indianapolis, New Orleans, New York and San Francisco. With a broad spectrum of capabilities, ranging from strategy and execution through business operations, applications and infrastructure, PLA has developed competencies around Communications and eDiscovery, allowing them to help customers develop records management and retention management policies to support their retention needs.

“In the first year we started doing business with Iron Mountain, we grew the services and software sales over 200%, and became one of the top six leading partners in sales of NearPoint nationwide”.





# SEAMLESS USER ACCESS— NO MATTER WHERE DATA RESIDES

## **THE IRON MOUNTAIN RELATIONSHIP:**

PLA is an Iron Mountain award recipient for the quality of its work, attesting to the strength of the relationship. According to Ryan Williams, Managing Consultant, “From the first year we started doing business with Iron Mountain, we grew the services and software sales over 200% the second year, and became one of the top six leading partners in sales of NearPoint nationwide.

An Iron Mountain award recipient for the quality of PLA’s work attests to the strength of the relationship. PLA has worked cooperatively with Iron Mountain’s sales teams, “supporting the spectrum from identifying a lead, delivering a demo, setting up the customer environment and deploying solutions,” Williams says.

## **JOINTLY SOLVING CUSTOMER PROBLEMS:**

Project Leadership Associates has extensive experience in email migrations, particularly for Microsoft® Exchange. To better support their clients’ requirements for archiving, discovery and retention management, the company needed a product that complemented their existing solution architectures and would support multiple platforms, including Microsoft® SharePoint® and file servers. The NearPoint® e-mail archiving solution—which became part of Iron Mountain’s portfolio with the 2010 acquisition of Mimosa Systems®—fit the bill; PLA has implemented the solution at customer sites across the Midwest.

NearPoint proved especially valuable for one very large customer that faced challenges around archiving, retention and storage management, particularly for their skyrocketing PST files.

“By implementing NearPoint, PLA was able to reduce the customer’s discovery process from over five weeks to a matter of minutes,” Williams says. “The customer could set up a case and specify criteria for searches—across multiple auditors with the same interface.”

To manage mailboxes that needed to meet discovery and retention requirements, PLA used a tool to crawl the systems to locate PST files. They migrated approximately 250 PST files per night into NearPoint, reducing storage on local hard drives and file servers without impacting end users. The solution provided seamless user access—no matter where the information resided—and maintained search capabilities even when the archive system was offline.



## **OPTIMIZING CUSTOMER DATA USE**

*David Ecton, Vice President of Marketing, Syscom*

### **ABOUT SYSCOM:**

Syscom Technologies helps customers reign in and optimize their use of data through an array of data management and network solutions. Based in Marietta, GA, with offices in Alabama, Florida, the Carolinas, Pennsylvania and Tennessee, Syscom helps businesses run more smoothly and productively through services including IT procurement, email archiving, virtualization and backup and deduplication. As data has swelled in volume and complexity, Syscom has also begun helping its clients comply with regulations governing data protection and storage.

**“Iron Mountain has become one of our go-to partners because of the relationship: They are extremely supportive and easy to work with.”**



# CLOUD-BASED BACKUP AND RECOVERY SOLUTION

## **THE IRON MOUNTAIN RELATIONSHIP:**

Before partnering with Iron Mountain, Syscom was managing multiple vendor relationships that each offered a component, but not a full complement, of data management and recovery solutions that they could pass on to their customers, says Don Schrenk, Vice President of Sales.


“Iron Mountain offers us a nice portfolio with a complete disaster recovery strategy,” he says. Syscom executives expect their relationship with Iron Mountain to keep growing, and are planning various joint-marketing activities co-funded by the vendor. Twenty-four customer-focused events are on tap for this year, says Vice President of Marketing David Ecton, with attendance size ranging from 50 to 150 each.

“Iron Mountain has become one of our go-to partners when it comes to running a campaign,” Ecton says. “Looking at Syscom’s marketing plan, it would be difficult to find a campaign where Iron Mountain is not represented. And that’s because of the relationship: They are extremely supportive and easy to work with.”

## **JOINTLY SOLVING CUSTOMER CHALLENGES:**

Syscom turned to Iron Mountain for support in helping customers optimize their IT environments and comply with regulations surrounding data protection and storage. For three years, it has been delivering Iron Mountain’s NearPoint<sup>®</sup> e-mail archiving solutions to customers with revenues of \$100 million to \$2 billion. E-mail archiving, says Schrenk, will remain a major focus as customers look for help with ever-growing e-mail volumes.

Syscom has also started to market Iron Mountain’s LiveVault cloud-based backup and recovery solution—a perfect fit for companies that don’t want to buy on-premises storage to back up their files.



WHATEVER THE PARTNERS' BUSINESS MODEL, IRON MOUNTAIN IS COMMITTED TO INCREASING PARTNERS' REVENUES, EITHER THROUGH RECURRING REVENUES FROM SUBSCRIPTION BASED SERVICES, OR PROFIT FROM THE SALE, DEPLOYMENT, AND MANAGEMENT SERVICES OF ON-PREMISE TECHNOLOGY.

## SOLUTIONS FOR EVERY BUSINESS MODEL

The Iron Mountain Partner program accommodates the specific needs of value-added resellers (VARs), managed service providers (MSPs) and hosting companies. In working with different types of partners, Iron Mountain aims to deliver solutions in a way that fits each partner's unique business model: VARs can take advantage of reselling the Iron Mountain on-premises solutions and services, while MSPs and hosting companies typically focus on delivering cloud-based solutions.

Whatever your business model, Iron Mountain® is committed to increasing your revenue opportunities—to make you profitable and help you grow, while delivering unrivaled service and solutions to your customers.