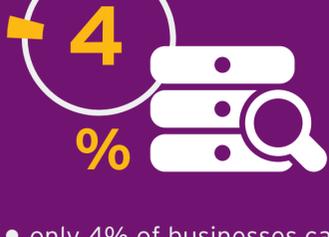


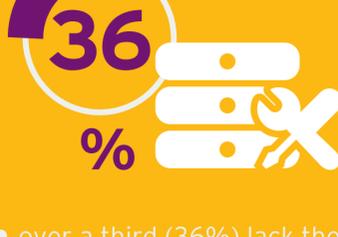
## THE FIRST-EVER INFORMATION VALUE INDEX IS HERE AND THE RESULTS SHOW A BIG DISCONNECT

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:



- only 4% of businesses can extract full value from the information they hold

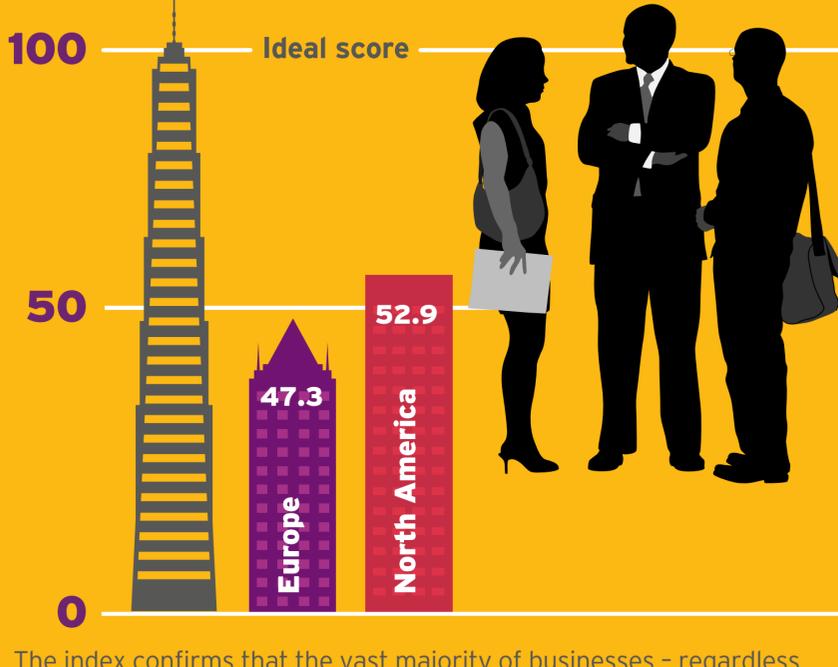


- over a third (36%) lack the tools and skills they need to do so

### 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.



**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.

Many are failing to effectively manage their information as it travels through the business.

## 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)** 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.ca/en/pwc](http://www.ironmountain.ca/en/pwc)

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