

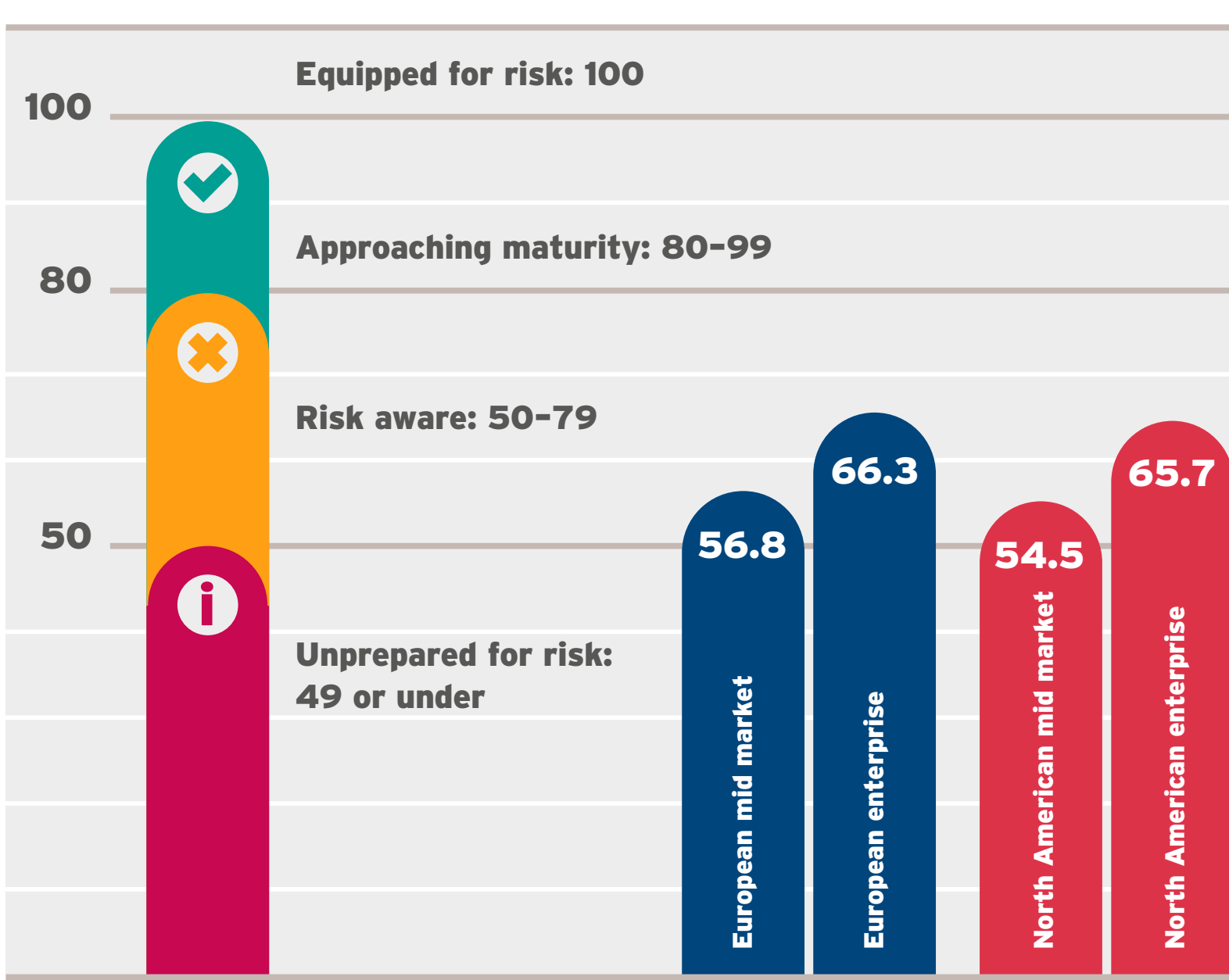
Regardless of their size, sector or geography, companies seem more comfortable following conventional risk-avoidance strategies than using their information to gain insight and competitive advantage.

PwC surveyed senior managers at **600 European** and **600 North American businesses** with **250 to 2500 employees** and a further **600 firms across both continents** with up to **100,000 employees**, in the **legal, financial services, pharmaceutical, energy, insurance** and **manufacturing and engineering** sectors.

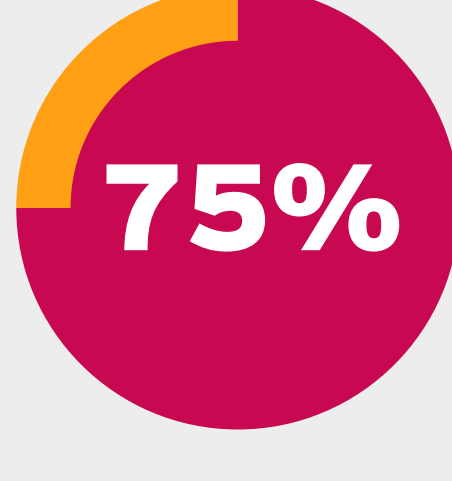


Organisations understand that **information has value**, but are **more concerned about locking it away** to avoid a **data breach** or **legal action** than using it to **drive competitive advantage** and **growth**, according to a new report by storage and information management company Iron Mountain and PwC.

The Information Risk Maturity Index 2014



- The results show that the average Information Risk Maturity Index score for European companies in 2014 is **56.8** for the mid market and **66.3** for enterprise
- In North America the scores are **54.5** and **65.7** respectively
- Iron Mountain and PwC recommend businesses achieve a score of **100** to be equipped for risk



regard information as a business asset (72% of firms in Europe and 79% in North America)



yet on average just 35% employ data analysts to extract the value from information (34% in Europe and 36% in North America)

Respondents admit that information has helped to improve decision-making, revenue and customer understanding, but its potential in other areas remains worryingly underexploited

Just half

(51% in Europe, rising to 65% in North America)

are using information to enhance product or service innovation

Only around a quarter

(21% in Europe and 28% in North America)

are using information to increase their speed to market

Less than one in ten

(10% in Europe and 4% in North America)

use their information to boost product development

The top three priorities when it comes to information management are:

- 1** Avoiding a data breach
76% & 85%
for Europe and North America respectively
- 2** Avoiding legal action or a fine for non compliance
74% & 79%
- 3** Using the data to help improve customer service
76% & 85%

Christian Toon, Head of Information Risk at Iron Mountain, said:

“While most firms claim to understand the value of information, they are not using their information to speed the development and launch of better products and services, faster, to more customers, in more markets.

No organisation would willingly turn down such an opportunity for competitive advantage, which suggests that the problem lies in not knowing how to achieve it. It is critical that companies get to grips with this, and adopt a responsible-yet-proactive approach to information risk and value, not just to protect the business, but to let it thrive.”

For white papers, videos and assessment tools exploring the results of this year's Information Risk Maturity Index go to: www.ironmountain.co.uk/risk-management