

HP customer case study: Rapid growth of document-storage firm demands improved output management

Industry: Information protection and storage

Iron Mountain Incorporated

HP Output Management solution helps Iron Mountain manage and track trillions of documents for customers worldwide



“Carefree software is what every IT person dreams of—software that never causes a problem. Just runs and delivers value to the business every minute, minute by minute. That is the way I think of HP Output Server. It always works and it helps our business deliver exactly what customers want.”
— Christopher Rhodes, Output Server Administrator, Iron Mountain Inc.

Objective:

Seamlessly incorporate acquired firm’s print and fax-based business processes for storing and retrieving business-critical documents

Approach:

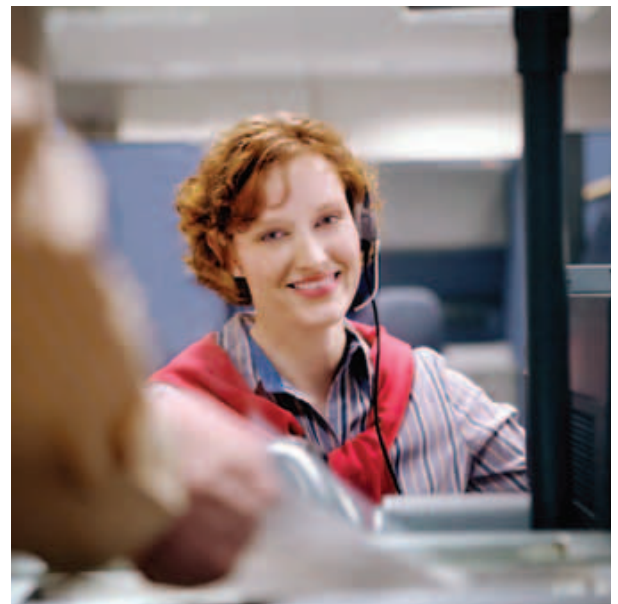
Iron Mountain chose an HP Output Management solution that included HP Output Server, implementation and integration, software support and training on the solution.

IT improvements:

- Efficiency: remotely incorporated printers of any make and model into network from hundreds of acquired companies
- Reliability: eliminated unplanned system downtime
- Cost-effectiveness: redeployed 150,000 man-hours to other tasks by eliminating manual faxing
- Flexibility: scaled and customized solution easily to meet business needs

Business benefits:

- Gained efficiencies in printer and fax asset deployment
- Streamlined, automated business processes
- Improved customer service

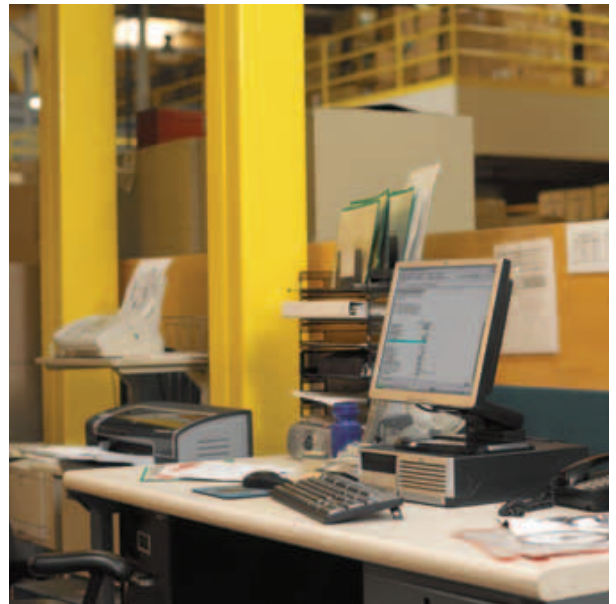


Iron Mountain is the global leader in information protection and storage services and is a trusted partner to more than 100,000 corporate customers and nearly 98 percent of the Fortune 1000. A leading innovator since its establishment in 1951, Iron Mountain Inc. celebrated a significant milestone in 2000 by merging with its largest competitor. Iron Mountain virtually doubled in size and became the only company providing a full line of records and information management services throughout the Western Hemisphere. It has continued to acquire smaller information management companies around the world, including in Europe, Latin America and Asia Pacific.

As the company has grown, so has its range of services. Iron Mountain offers comprehensive records management, data protection and information destruction solutions. The company provides the expertise and experience to address complex

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information challenges such as rising storage costs, litigation, regulatory compliance and disaster recovery. It handles both hard copy and digital documents, in all media and all formats.

Scalability to rely on

Prior to the 2000 merger and the acquisition of hundreds of other smaller records storage companies, Iron Mountain used 2,500 UNIX-based printers for inventory management. Today there are more than 6,500.

For IT Administrator Christopher Rhodes, this dramatic growth meant managing the infrastructure to print millions of pages per month and fax more than 12,000 pages per month. Faced with an expanded output environment, Iron Mountain implemented an HP Output Management solution. HP Output Server—the core software platform of every HP Output

Management solution—has since been the workhorse foundation for reliable, efficient delivery of business-critical information worldwide.

Rhodes recalls months where he added as many as 300 printers. “HP Output Server has handled everything I’ve thrown at it. I can keep adding printers all day long and the software doesn’t care, it never gets overwhelmed—that kind of scalability is just so valuable,” says Rhodes. “It also allows us to easily consolidate printers, which we’ve been doing a lot more of.”

“Rapid growth presents a number of IT and operational challenges, but HP Output Server was never one of them. The HP solution grows seamlessly with the company. Delivering critical information just isn’t an issue anymore, which is great,” says Rhodes.





Reliable printing and faxing are vital

Iron Mountain receives a multitude of calls every day for requests to archive or retrieve data. Printing functionality plays a key role in all aspects of storing, tracking and retrieving customer information quickly and efficiently.

Accurately tracking customers' information is fundamental to Iron Mountain's ongoing success. Rhodes explains, "Printing and faxing are vital components of our ability to know exactly where everything is in our warehouse, and to quickly satisfying customer requests to access it."

The company uses HP Output Server to handle all of its UNIX®-based printing and faxing. In an average month, approximately five million documents go through the system including work orders, inventory reports, invoices, customer notifications and barcode labels. Thanks to HP Output Server, Iron Mountain has been able to easily customize these documents with filters and data pages so the reports are generated in the correct format.

Eliminated manual processes

HP Output Server has also enabled Rhodes to eliminate costly manual processes. "As I learned more about the software, I discovered its fax capabilities," Rhodes explains. Now, Iron Mountain customers may elect to receive correspondence via fax. Before this process was automated through HP Output Server, these communications were faxed manually from hundreds of Iron Mountain facilities. Automating this process resulted in huge man-hour savings and also improved document delivery times. HP Output Server currently handles approximately 3,000 faxes a day.

Rhodes says, "Now that we've automated faxing with

HP Output Server, we save the company a tremendous amount of manpower, perhaps as much as 150,000 hours annually, and we have improved our response time to instantaneous. Everyone in the field was thrilled to eliminate manual faxing and customers are pleased with the faster response."

Reliability: no news is good news

Rhodes has been very impressed with the reliability of the HP Output Management solution. The Boston Consulting Group estimates that 30 percent of business-process disruptions are due to information delivery failures. Enterprises can lose millions of dollars a day if business-critical documents fail to reach their destinations. With HP Output Server, Rhodes does not have to worry about any of that.

"Printing software is almost something you don't want to hear from," says Rhodes. "If you do, it usually means it's not working. That's what's so great about HP Output Server—you never hear from it. That's so rare and important in the IT industry: software you can really trust. That's what we dream of in IT."

Since implementing the HP Output Management solution, even as the company has grown, unscheduled downtime has shrunk to virtually zero. Rhodes explains, "I've had hardware issues bring down my print server, but rarely has a software issue involving HP Output Server shut down printing. It just works. We have a support contract, but I hardly ever have a need to call on it."

Adaptability to changing business needs

Rhodes relies on HP Output Server when he wants to customize or expand Iron Mountain's information delivery system. That's when the software's flexibility shines. Rhodes has attended three training sessions in

Customer solution at a glance

Primary applications

Manage all UNIX®-based output management for global network

Primary software

- HP Output Server

HP Services

- HP Output Management Implementation and Integration Services
- HP Standard Support Package
- HP Output Server Advanced System Administration Training

Austin, Texas. He often uses the expertise he gained to take advantage of HP Output Server's flexibility to meet his company's evolving IT requirements.

For example, he's been able to consolidate printers to gain efficiencies, modify queues for document management, and even expand customer services. Iron Mountain recently has enabled customers to receive scanned images on demand, powered behind the scenes by HP Output Server. "We can manipulate so many things to get the software to do what we want," says Rhodes.

Expanding into the digital future

"HP Output Server is extremely adaptable," says Rhodes. "Tasks like managing the unique printer driver for our new, digital Image on Demand service are very easy to complete. I can't think of a single project where someone said, 'let's do this', and we had to say, 'well, our printing software can't do that.' HP Output Server does what we need it to do."

"Iron Mountain continues to grow and, with the help of HP Output Server, we handle the growth very well," Rhodes says. "Our global footprint is increasing as well as the services we offer to our customers. We're the best in the business."



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