



Iron Mountain scales digital platform across 52 countries and 30 languages while maintaining trusted brand consistency and web team efficiency.

Industry: Business Services • **Founded:** 1951 • **Employees:** 24,000

Headquarters: Boston, Massachusetts • ironmountain.com

Across the globe, more than 230,000 customers trust Iron Mountain to protect their valued documents and data. Since 1951, reliability and consistency have led to \$3.5 billion in annual sales across 52 countries. However, geographic expansion and a large 2016 acquisition added complexity to the company's online presence. Localization extended to 30 languages, administration costs expanded, and change requests accrued.

While Iron Mountain's web properties reinforced trust and brought in 50% of new business, the company needed to continue to enhance its digital marketing platform and online presence. Management agreed that a strategic investment would enhance brand consistency and help the company continue to be able to manage the administration of its many web properties. As a result, company leaders researched a new platform for their next stage of expansion and turned to Sitecore and its technology partner, BrainJocks, for guidance.

"Innovation and growth brought exciting new marketing opportunities," says Heath Morton, digital marketing director, Iron Mountain. "But to realize this potential, we needed a scalable and secure web platform and strong management tools to drive a world-class customer experience."

Global platform for growth

Iron Mountain's facilities store billions of valued records, from medical images to legal documents and fine art to electronic media. Customers span emerging market pioneers as well as global industry giants. All of them turn to the industry leader's website to quickly find local contacts and identify storage and information management service descriptions. For many, it's the first touchpoint of their important customer journey.

Challenges

- **Enhance online experience** to guide and accelerate customer satisfaction.
- **Increase brand consistency** to reinforce values of security and trust.
- **Scale global platform** across 52 countries and 30 languages.
- **Boost efficiency and lower cost** through simplified, central administration.
- **Personalize online experience** to magnify engagement and revenue growth.

Solution

- Sitecore® Experience Platform™ (XP)
- BrainJocks SCORE™

Results

- **World-class user experience:** Increased customer engagement across continents and cultures.
- **Advanced scalability and performance:** Simple, central management for 52 countries.
- **Enhanced security and governance:** Trusted web platform for trusted leader.
- Modular framework **improves efficiencies** by facilitating reuse of components and content across web properties.
- Sitecore's **built-in workflows** and role-based access help Iron Mountain ensure compliance.

“To centrally operate 52 sites across 30 languages and maintain customer trust, we needed a robust platform to take our web presence to the next level,” says Brian O’Flynn, global senior manager, Digital Marketing Innovation, Iron Mountain.

Sitecore had powered Iron Mountain’s websites since 2012, however expansion required re-evaluating performance and reliability to accommodate development across six continents. Following extensive due diligence, the company chose the Sitecore Experience Platform (XP) to fuel the next stage of its growth.

“Sitecore understands the complex digital challenges of a global business and brings the scalability and structure to manage our dozens of sites from a central location,” adds O’Flynn.

Efficiency and expediency

From its Digital Center of Excellence, 15 employees centrally manage change requests from all 52 countries. As such, Iron Mountain requires flexible and efficient administration from its digital platform.

“When high-priority requests come from regional groups or senior management, the team needs to move fast,” says Katie Sanford, project delivery manager, BrainJocks. “Sitecore XP paired with BrainJocks SCORE gives Iron Mountain the efficiency and flexibility it needs to react and adapt quickly.”

Sitecore XP’s built-in workflow and role-based access also help meet the complex needs of mature and regulated markets. To facilitate the end-to-end marketing lifecycle for these geographies, Iron Mountain easily integrated Sitecore XP with Eloqua, Optimizely, and Salesforce.

“Sitecore is highly modular, which means we can create and reuse components and content across all our web properties. This helps improve efficiencies, reduce costs, and maintain a consistent look and feel across our websites,” says O’Flynn.

Guardian of brand consistency

Most important to Iron Mountain’s success are its core values of trust and protection. As the company secures the physical and virtual assets of 95% of the Fortune 1000, it cannot afford a cybersecurity breach. To maintain its image as the guardian of customers’ most important assets, its web platform must have strong governance and proven security. “Not only does Sitecore give us the functionality we need, but it also sets a high standard for security,” adds O’Flynn.

Going forward, Iron Mountain expects to take greater advantage of Sitecore’s personalization and editorial workflow functionality to increase customer engagement and satisfaction. In fact, the company has selected Sitecore XP as an essential component of a new program to redevelop its customer-focused online presence and improve its digital footprint across the globe.

“Our website is the gateway to a customer’s journey with Iron Mountain,” says Morton. “And Sitecore is the critical digital solution to help customers expand their trusted relationship with our company.”

Gold
Implementation
Partner



BRAINJOCKS

Headquartered in metro Atlanta, BrainJocks is a digital marketing company that delivers comprehensive solutions to optimize the customer experience. BrainJocks calls on its incomparable Sitecore expertise in delivering CMS solutions to some of the world’s largest corporations.

Services

- Sitecore implementation
- Coveo implementation
- BrainJocks SCORE
- Digital strategy
- Content strategy & analysis
- UX design
- Sitecore training & support
- Sitecore partner enablement

Industries

- All industries
- Specialized experience in consumer packaged goods (CPG) and healthcare

Size

60 employees

Headquarters

North American HQ: Alpharetta, Georgia, U.S.A.
European HQ: Serbia

Website

brainjocks.com



Sitecore is the global leader in experience management software that enables context marketing. The Sitecore® Experience Platform™ manages content, supplies contextual intelligence, automates communications, and enables personalized commerce, at scale. It empowers marketers to deliver content in context of how customers have engaged with their brand, across every channel, in real time—before, during, and after a sale. More than 4,900 customers—including American Express, Carnival Cruise Lines, easyJet, and L’Oréal—have trusted Sitecore for context marketing to deliver the personalized interactions that delight audiences, build loyalty, and drive revenue. • sitecore.net