DATA PROTECTION

Compliant Media Management

BEST PRACTICES

To Enable True Business Continuity, Reduce Risk and Provide Peace of Mind,
Adopt Best Practices for a Media Management Program

BEST PRACTICES IN ACTION

While some best practices will require more effort than others, there are many that you can implement immediately. Jump-start your best practice media management program with a few quick wins by implementing the following best practices:

– Personal Identification Number (PIN) Verification
Each designated person on your team is given a proprietary PIN, making media exchange more secure and reliable by electronically verifying authorization.

– SecureSync®
SecureSync is a secure, online portal that acts as a single point of access for your backup tape management needs. By utilizing SecureSync to manage authorization lists, create and modify media retentions and store disaster recovery plans, you can save time and improve compliance while utilizing a more comprehensive media management solution.

Information is one of the most valuable assets for any organization and how it is managed is integral to the overall health of the business. To the person responsible for overseeing the backup tape rotation, the importance of a comprehensive and secure program is no surprise. Unfortunately, what was once considered comprehensive and secure may leave you exposed. New privacy laws and regulations are resulting in greater scrutiny and risk to your organization.

To enable true business continuity, reduce risk and provide peace of mind, you owe it to your organization and your customers to adopt best practices for a media management program that will help ensure your data is recoverable and secure throughout its lifecycle.

THE IRON MOUNTAIN DIFFERENCE

The term "best practice" can mean different things to different people. At Iron Mountain we make it simple. We leverage more than 30 years of data protection experience to develop media management best practices. The goal is to help our customers mitigate risk, increase savings and provide a healthy foundation for future data growth and protection.

We understand offsite tape storage is a complicated process that involves multiple people within your organization. That is why our best practices are part of a comprehensive program designed to provide efficiencies along the entire backup media lifecycle.

IMPLEMENTING BEST PRACTICES

Adopting media management best practices cannot be achieved overnight. It requires dedication in both time and resources to determine how existing procedures can be strengthened and what new processes are needed. That is why we offer a hands-on approach to best practices that can be implemented at your own pace and within flexible time frames that make sense for your organization.

BEST PRACTICES MATRIX

Applying best practices to something as complex and critical as your existing tape storage program must be done judiciously. Iron Mountain has simplified the effort by defining five Best Practice areas. Each area offers first steps that can be incorporated quickly to move your organization close to achieving a comprehensive program. Our Best Practices Matrix provides an at-a-glance view into the five Best Practice areas and some of our guiding principles to compliant media management.

BEST PRACTICE AREA	BEST PRACTICE DESCRIPTION	EASY FIRST STEPS
BACKUP MEDIA LIFECYCLE	Covers the entire backup media lifecycle, including the outbound cycle (preparing media to be sent offsite), inbound cycle (how to handle media when it returns) and policies enacted for the authorization and security of your media in transit	Utilize SecureSync to create an electronic list of media for transport to act as a receipt of the media you intend to store offsite
ACCESS AND AUTHORIZATION	Offers insight to identifying authorized users, interacting with your offsite service provider and using Personalized Identification Number (PIN) Verification	Regularly review which employees have been granted access and the level of access to backup media as compared to their job responsibilities within your organization
VALIDATION AND DISCREPANCY RECONCILIATION	Covers the importance of automating lists to help ensure your media is where it should be, both when leaving your location and upon returning	Compare electronic inventory lists in order to reconcile against your offsite inventory record
PROCESSING QUALITY	Covers the validation process and other processes involved with maintaining electronic lists to ensure that the information available is the most accurate and up to date	Require controls be in place to: – Identify the personnel responsible for removing the media – Reconcile the location – Communicate the change in media location to the offsite service provider
MEDIA PREPARATION, STORAGE AND RECOVERY	Covers how encryption and offsite tape storage are integral, as well as the need to develop a disaster recovery plan and include the use of third-party vendors in that plan	Test your processes and your disaster plan to ensure each element is working

COMPREHENSIVE MEDIA MANAGEMENT

As regulatory oversight and penalties associated with the disclosure of personal information continue to grow, management of tape storage becomes a more visible and critical business function. Now is the time to move toward proven media management best practices in a way that is practical for your current scope of responsibilities.

By striving to achieve excellence one step at a time in each of the five Best Practice areas, you can implement and maintain a comprehensive and secure media management program.

Since 1951, Iron Mountain has been the partner that tens of thousands of companies depend on to store, manage and protect information in any format, for any length of time. We have the expertise, resources, experience, proven processes and responsive services to meet your media management challenges now and in the years ahead.

Let us help you meet your evolving regulatory challenges. To learn more, visit www.ironmountain.com/bp to download our *Compliant Media Management Best Practice Guide*. To get started today, contact either your Account Representative or call (888) 365-IRON (4766).

IRON MOUNTAIN®