

## Omnicom Group of Companies

### Centralised Iron Mountain Contract Brings Advanced Information Management Solutions and Increased Value

**OMNICOM UK BUSINESSES DDB LONDON AND KETCHUM HAVE BENEFITED FROM A CENTRAL CONTRACT WITH IRON MOUNTAIN, PROVIDING ACCESS TO MARKET LEADING SOLUTIONS AT MARKET LEADING COSTS.**

In 2006 Omnicom, a global holding company that manages market leading marketing and communications businesses, worked with Iron Mountain to develop a centrally negotiated information management contract for all of its businesses. As a result, Iron Mountain now manages over 3500 cubic feet of records for Omnicom, as well as digital tapes and other media. This contract provides economies of scale that result in cost savings and access to high quality services across the Omnicom portfolio.

One of the first Omnicom businesses to move the management and storage of their paper and electronic documents to Iron Mountain as part of the contract was the London office of international advertising agency DDB. As a company that deals with multimedia content, DDB generates a considerable quantity of information that requires careful managing.



*"The deal that Omnicom had struck with Iron Mountain looked like a no brainer. Having stood down in October 2006 with our previous service provider, we had Iron Mountain's systems in place with little fuss by January 2007,"* said Karen Tijani, Resources Manager at DDB London.

One of the main reasons for DDB making the switch was cost. *"In the end switching to Iron Mountain has saved us around a third on our document management costs,"* continued Tijani.

DDB benefits from Iron Mountain's dedicated account manager who provides one point of contact and understands the broader needs of Omnicom companies. Another advantage is the web-based system – Iron Mountain Connect™ – which allows for instant, hassle-free, access to documents while adhering to an organisation's access policies.

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*"One of my colleagues looks after the records management side of our business, but if I or any other colleague needs access to information, thanks to Iron Mountain Connect™, we can allow access to selected employees. Within the services team, it's proven to be far more flexible and transparent than the old paper based system as you would imagine,"* said Tijani.

At another Omnicom company, Ketchum, a public relations agency, Operations Director Eddie Thorpe has been a long time supporter of Iron Mountain. *"Our main business challenge as a US company is compliance,"* says Thorpe.

The introduction of Sarbanes-Oxley legislation, which creates burdensome regulatory processes and controls that companies must adhere to, has meant some upheaval in the way that some organisations do business. As information protection and storage experts and consultants on compliance, Iron Mountain is well placed to ensure that Ketchum's transition to compliant business practices was as seamless as possible.

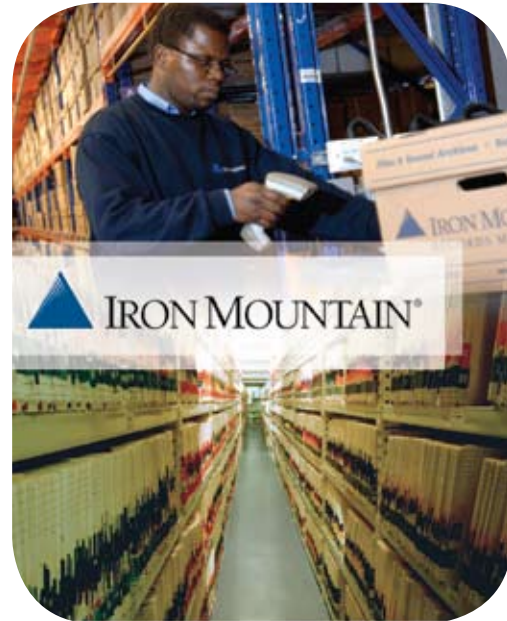
Ketchum also takes advantage of Iron Mountain's Off-Site Data Protection expertise. Iron Mountain moves Ketchum data tapes on a daily basis. Thanks to specialised Off-Site Data Protection facilities, data is archived and transported in regulated environments, and delivered on demand, safely and securely back to Ketchum whenever needed. Iron Mountain's InControl™ solution provides high security, real-time tracking, and auditable chain-of-custody to deliver a higher standard of information protection throughout the transportation process. Iron Mountain also provides Records Management services to Ketchum, keeping hard copies of their records safe and secure, and also provides a private storage area for documents that require even greater security.

*"Being flexible in terms of moving our client's information around is also important. We have a private storage facility in one of Iron Mountain's facilities which is very conveniently situated near our premises," says Thorpe. "We have found that if we need certain documentation it can be delivered using Iron Mountain's InControl™ system, meaning that we have peace of mind when it comes to the transit of our sensitive data."*

As part of the wider Omnicom group, Ketchum also benefited from the new pricing structure with the central contract in place. Like DDB, moving to Iron Mountain was a simple decision.

*"It's a decision that was one of the easier decisions I have had to take in my working life! As a company we now get a better service at a much more attractive cost, which in these times of financial turmoil represents excellent value," said Thorpe. "The transition from our previous provider to Iron Mountain was seamless and they provide us with reliable services that I would be happy to recommend to any other companies thinking about making a switch."*

*"The overall benefit of moving to Iron Mountain has been that they have brought simplicity," said Thorpe. "I can rely on my account manager to ensure that our information is treated with the utmost care and confidence and have peace of mind that it is a piece of our everyday business that looks after itself."*



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