

A woman's profile is shown in silhouette, facing right. The background behind her head and shoulders is a vibrant, multi-colored gradient that transitions from yellow at the top to green and then to a deep blue at the bottom. This gradient is overlaid with a stylized, layered mountain range silhouette, creating a sense of depth and nature. The woman is wearing sunglasses and a dark turtleneck sweater.

Building sustainable data center practices

How IT can reduce their environmental impact

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CEO Iron Mountain Nordics



Elevate the power of **your work.**™



Iron Mountain at a glance

Protect, unlock and extend the value of your information and assets

Bridge the gap between paper, digital, media & physical through secure workflows and business processes



Data center



Information governance



Intelligent processing & digital repository



Storage, shredding, logistics & fine arts



Digital mailroom & scanning



Asset lifecycle management

TRUSTED SECURITY

230,000+ clients rely on IRM to store and protect what's most important to them

GLOBAL SCALE, LOCAL REPRESENTATION

Iron Mountain Customers and Clients span the world with local representation in **60+ countries**

ENTERPRISE CLASS INTEGRATED SOLUTIONS

95% of Fortune 1000 organizations trust IRM to provide continuous lifecycle management for billions of assets

PHYSICAL & DIGITAL

90M sq ft., 1,450 facilities, 350MW data centre capacity

Force for good

We partner with our customers in a manner that is **environmentally responsible**.

Certified sustainability

All facilities are **ISO 50001 accredited for energy efficiency** providing audited energy usage data that requires continual improvement in operational efficiency every year.



The Current Environment



The global ocean of big data is expected to swell to 175 ZB by 2025

Advanced technologies, such as AI, augmented reality, and IoT devices are driving demand



Data center managers must be able to quickly grow their infrastructure and



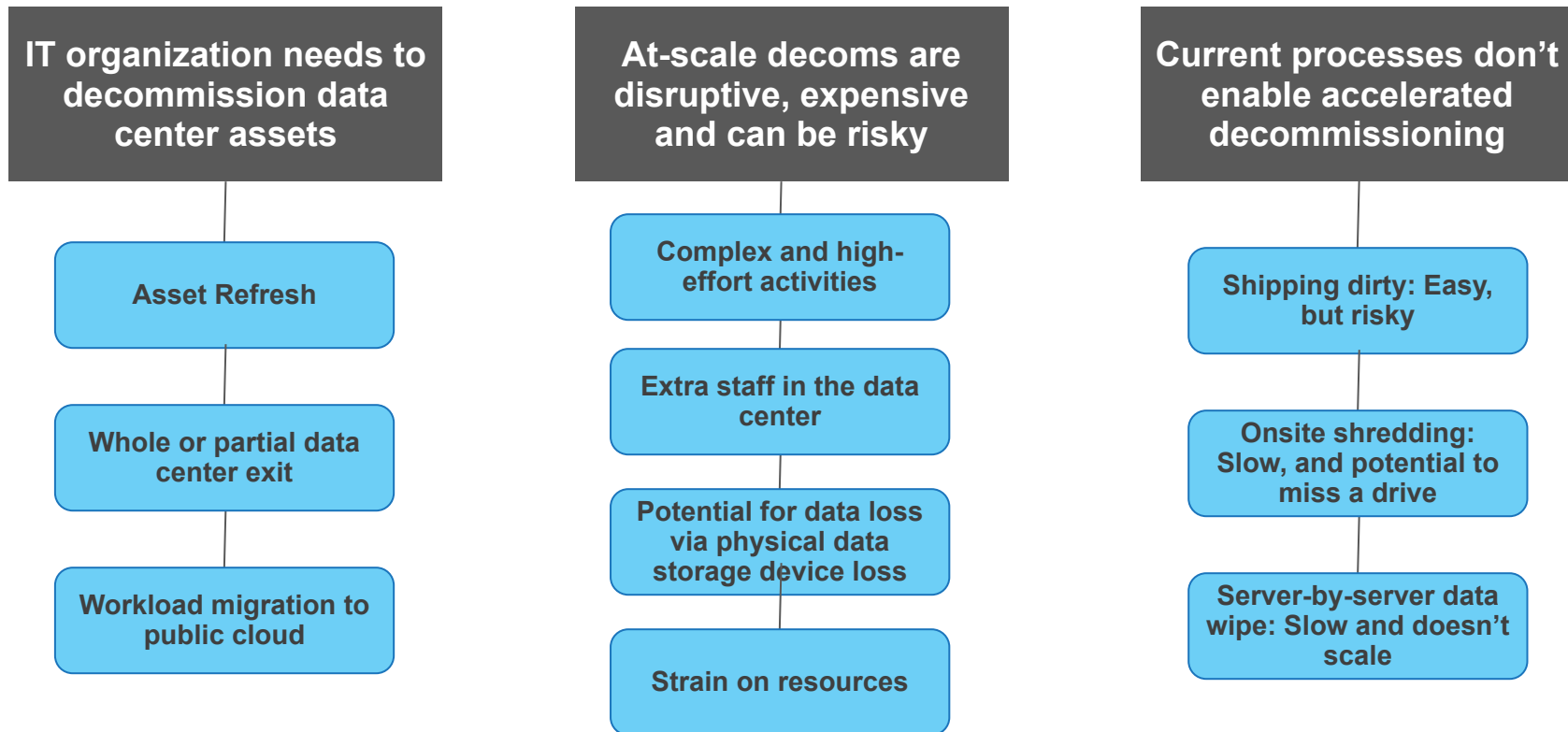
This is forcing data center managers to refresh equipment more often

Many enterprises could repurpose hardware – internal redeployment or resale – to maximize lifetime value, but most do not



Asset Lifecycle Management must be more strategic and holistic to strike a balance between rapidly changing infrastructure needs and lifetime value and sustainability

Data center decommissioning challenges



PRODUCTION



DECOMMISSIONING

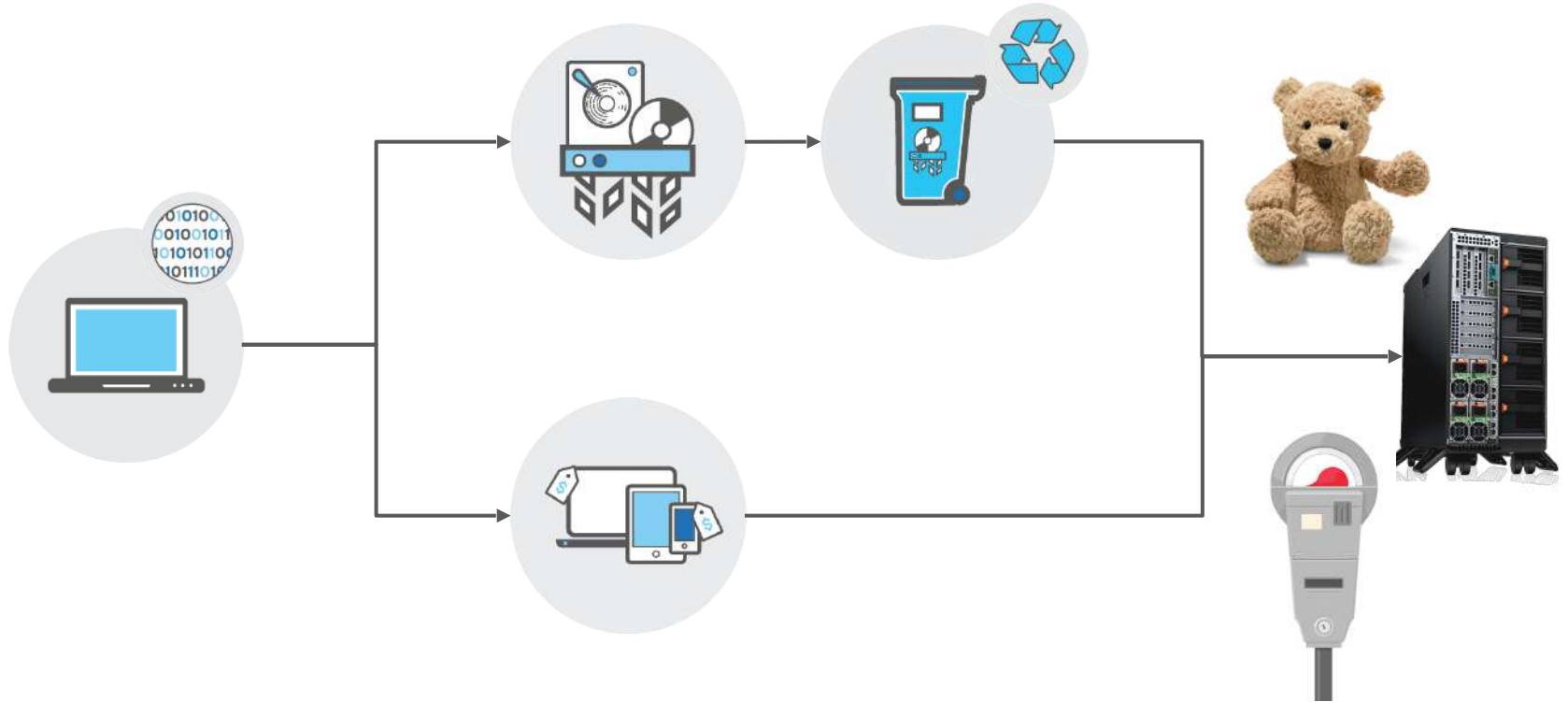


CO2



E-WASTE
53 million tons/year

Think circular



Why accelerating the speed of decom is important

Time is Money

Disruption is Money

Risk is Money

Think about

- Server, storage and network asset leases expiring
- Colo or leased space paid-by-the-month
- Opportunity of costs of tied-up data center space and human resources
- Costs of potential data breaches



But, we cannot
compromise on
security

A peek inside our facilities





“Iron Mountain, en global ledare inom informationshantering, ingår nu ett samarbete med det svenska familjeföretaget MAX Burgers.

Med Iron Mountains tjänst IT-asset Disposition (ITAD) får MAX hjälp att samla in, återvinna och återbruka befintliga självbetjäningsskiosker.

Samarbetet löper genom hela kedjan, från transport av kioskerna till demontering och att sälja vidare de elektronikkomponenter som fortfarande kan användas.”

PANDORA



“A complete shift to recycled silver and gold will reduce CO2 emissions, water usage and other environmental and social impacts, as metals recycling requires fewer resources than mining new metals and reduces our dependence on hazardous mining.

By making this shift, Pandora can save 37,000 tCO2e a year. This equates to more than the annual electricity use of 6,000 homes or driving 145 million kilometers in a car.”

A large pile of discarded hard disk drives (HDDs) is shown, filling a blue metal bin. The drives are of various sizes and are mostly black and silver, with some internal components visible. The bin is made of blue-painted metal and is overflowing with the waste. The background is a blurred view of more discarded drives.

90 %  10M enheter
Påverkan?

WHAT'S NEXT?

**Come visit us in our stand to
learn more**