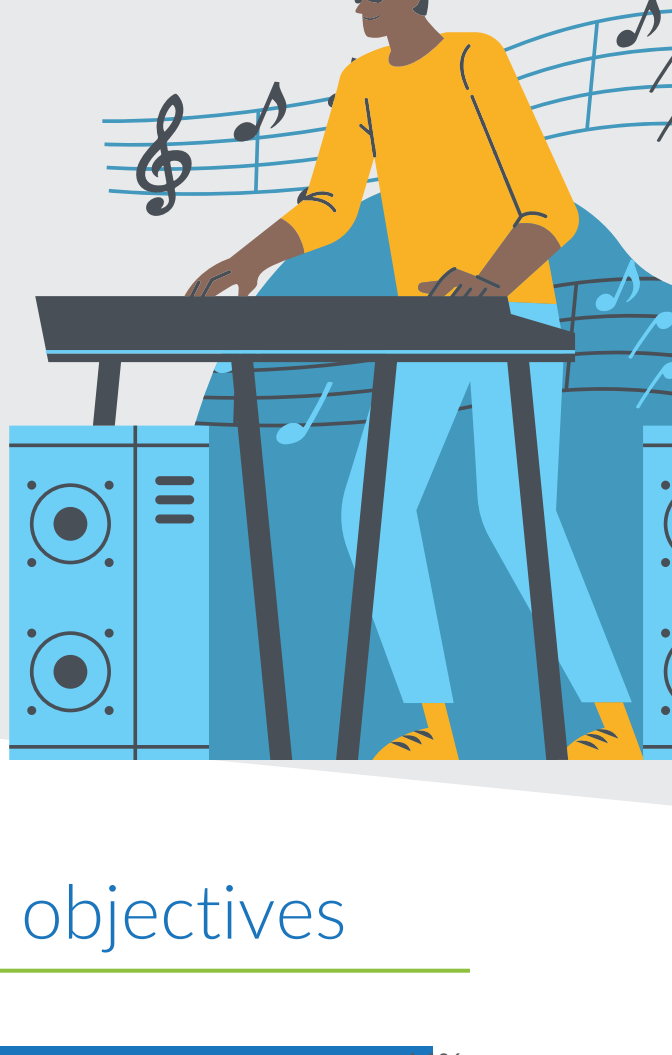


Transforming your workspace: Key considerations

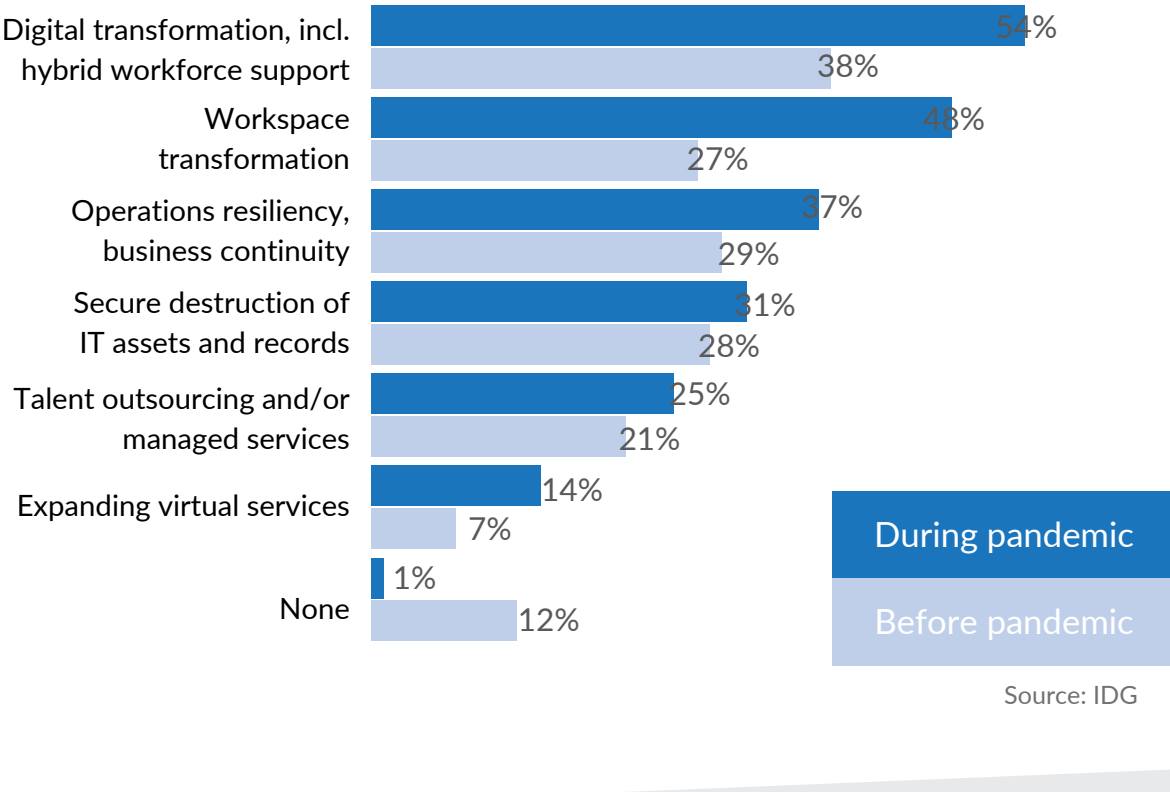


Workspace transformation projects look a lot different in 2022 than they did when we asked media asset managers about their plans in 2019. Back then, the majority were looking to acquire new real estate to best support their people, with visions that included carving out collaboration zones.

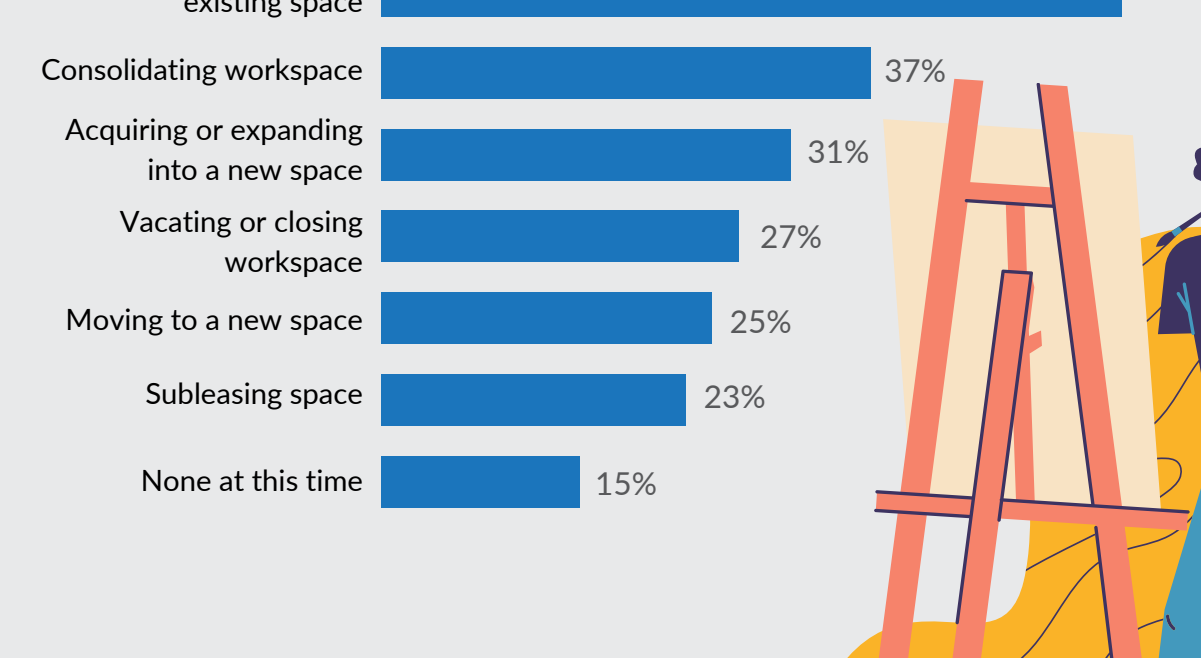
Now, they are reengineering their existing spaces and consolidating spaces to best support a workforce with changing priorities. At the same time, they are balancing the need to protect their assets and information in a way that doesn't stymie productivity.



Transformation objectives



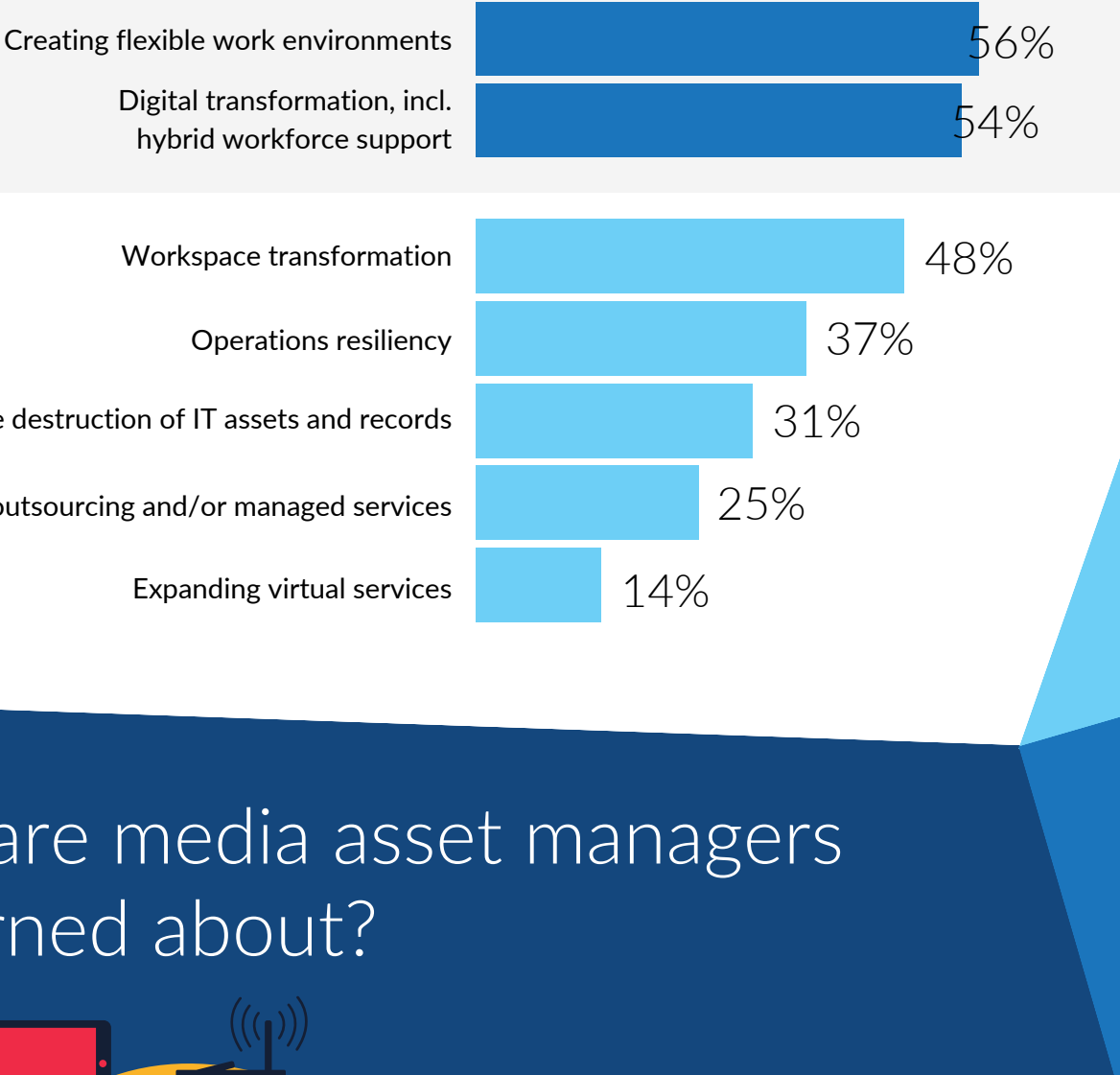
Re-examining space



Entering a new age for the workspace

As media asset managers prioritize flexible work environments, expanding and enhancing security around data and information management is a must.

Project priorities



What are media asset managers concerned about?

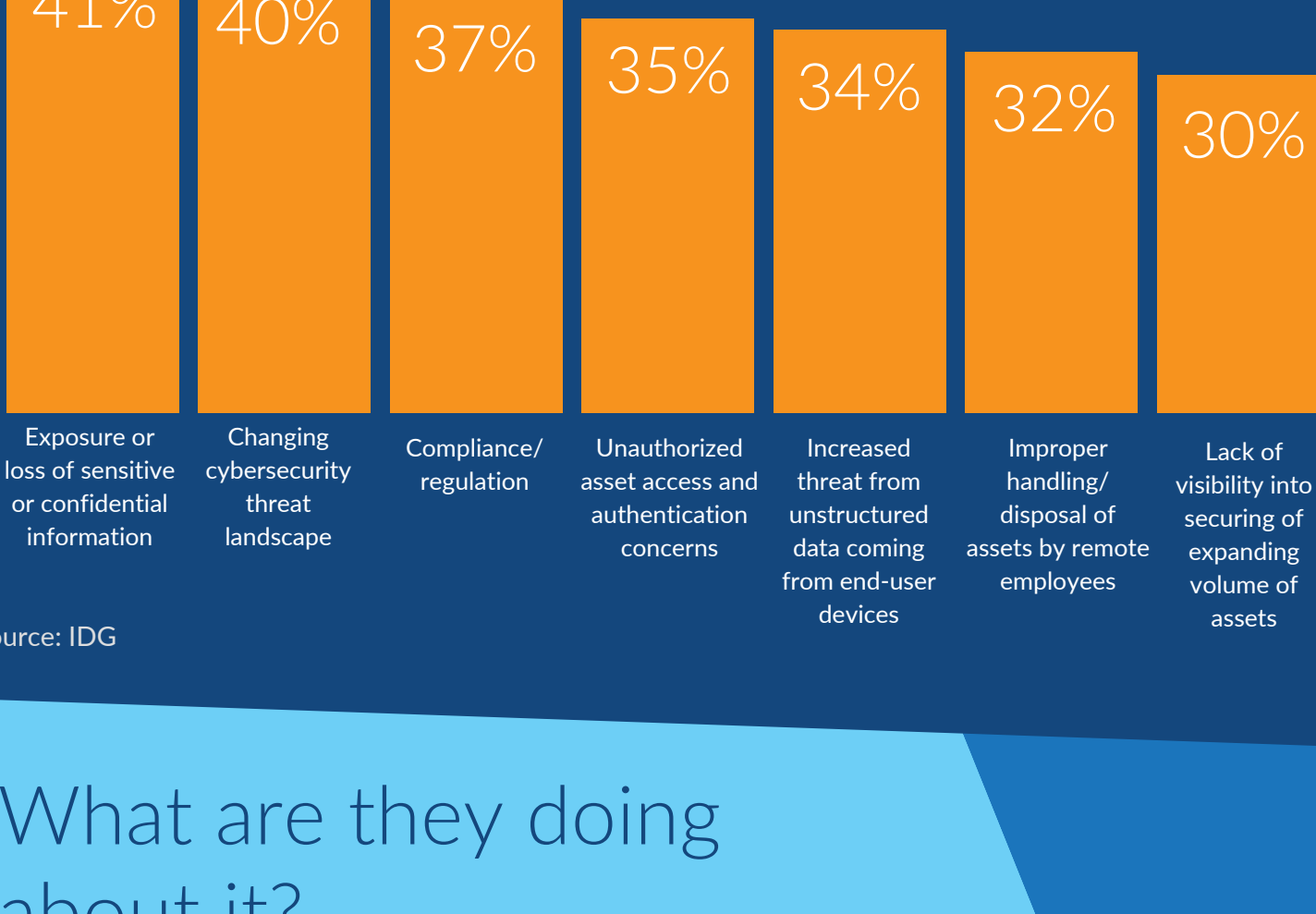


37% still want at least some time in the office. It's a complex environment for asset management, and concerns about data and information security are high as a result.

Roughly 20% of employees want full remote arrangements, but...



Top concerns

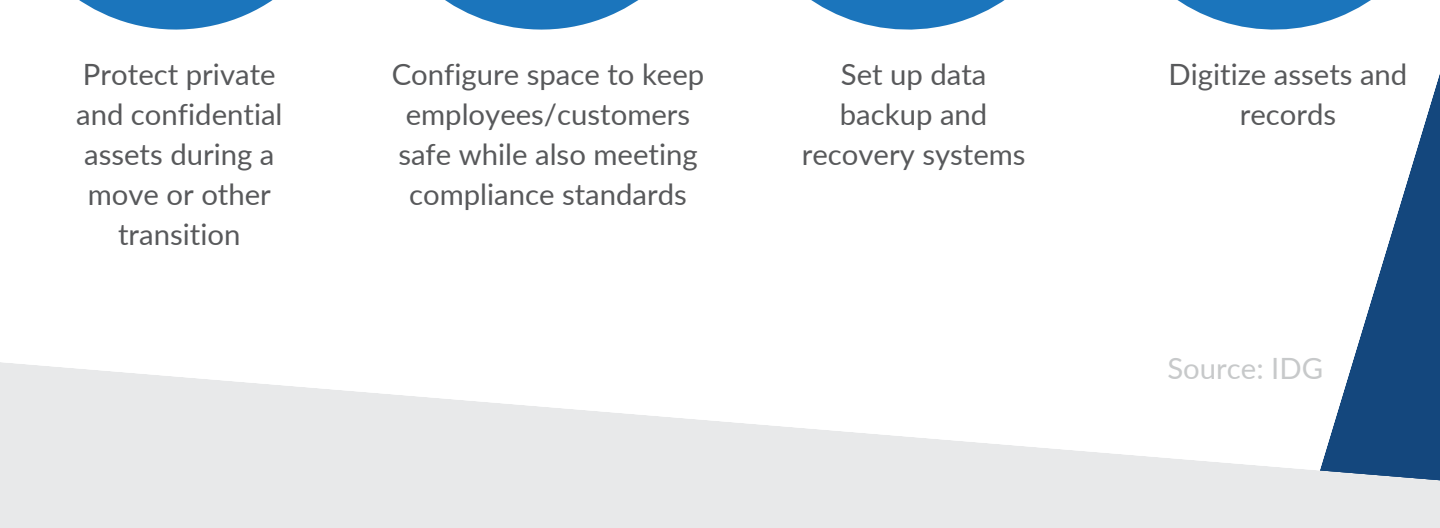


What are they doing about it?

When planning projects, media asset managers first ensure assets are protected during a move or transition. This frees up physical space to make it safer, in a highly secure way.

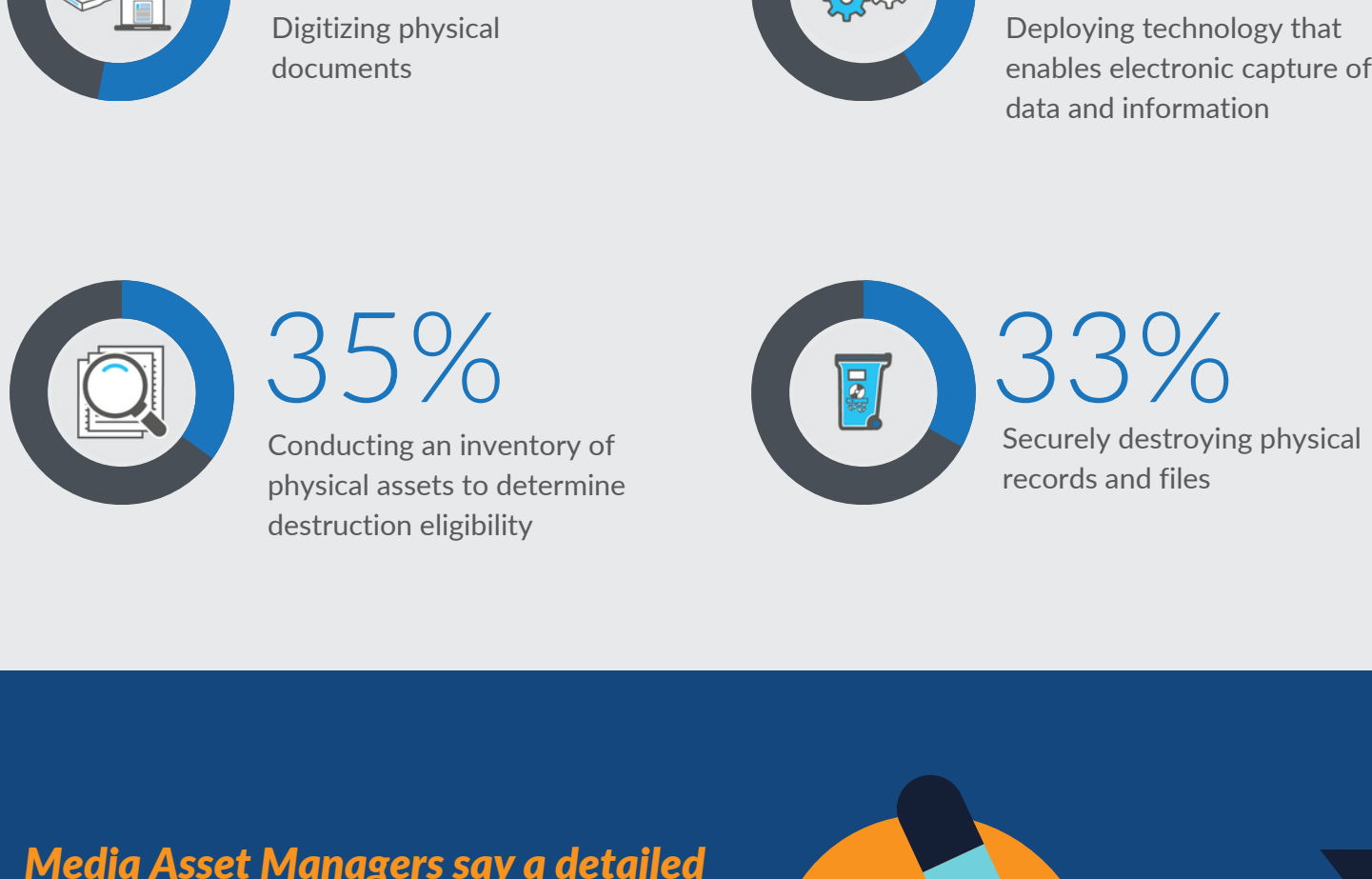
Top considerations when planning a workspace transformation project

Respondents who stated considerations as critical or high priority



Steps to workplace transformation

Achieving a digitized environment is highly important or critical to projects for 83% of media asset managers. They plan to reduce physical media from a third to a quarter by:



Media Asset Managers say a detailed assessment, by location, to eliminate unproductive space helps jumpstart these projects.

This includes strategies for disposition of assets and information and help determining the state of records and information compliance.



Iron Mountain Media & Archive Services can help

Iron Mountain Media & Archive Services helps you rethink your media storage by performing a complete assessment of your space. We design a plan to optimize the use of your space by securely digitizing assets that you no longer need to physically retain and securely store the rest, either on a temporary basis or permanently. Assets can be digitized and workflows automated to provide anytime, anywhere access.

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