BUSINESS MODEL CANVAS: IRON MOUNTAIN

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| **DESIGNED FOR** | **DESIGNED BY** | **DATE** |
| Pre-Interview Insight | Kritika | 26-02-2024 |
|  |  |  |
| **Connections with solid fillKEY PARTNERS** | **Single gear with solid fillKEY ACTIVITIES** | **Deciduous tree with solid fillKEY RESOURCES** |
| * Amazon Web Services * Google Cloud * IT Asset Disposition (ITAD) Companies | * Data Protection and Security: Secure Storage and Management * Digital Transformation Services * Data Protection and Security * **Inventory Management and Reporting** | * Global Network of Secure Facilities * Advanced Security Measures * Technological Infrastructure |
| **Diamond with solid fillVALUE PROPOSITIONS** | **Heart with solid fillCUSTOMER RELATIONSHIPS** | **Truck with solid fillCHANNELS** |
| * **Secure and Compliant Storage** * **Cost Savings and Efficiency** * **Business Continuity and Disaster Recovery** * **Digital Transformation and Accessibility** | * Trust and Transparency * **Proactive Service** * **Expertise and Collaboration** | * **Direct Sales** * **Channel Partners** * **Referral Network** * **Online Presence** |
| **Users with solid fillCUSTOMER SEGMENTS** | **Coins with solid fillCOST STRUCTURE** | **Piggy Bank with solid fillREVENUE STREAMS** |
| * **Large Enterprises** * **Small and Medium Businesses (SMBs)** * **Government Agencies** * **Healthcare Organizations** | * **Leasing and ownership costs** * **Leasing and ownership costs** * **Technology and Infrastructure** * **Transportation and logistics** * **Marketing and sales** | * **Service Revenue** * **Digital Transformation Services** * **IT Asset Disposition** * **Data Protection and Security** |