Case Study – Iron Mountain

eDynamic implemented two distinct microsites for Iron Mountain to help them engage better with their customers and partners.

eDynamic successfully deployed Information Advantage and Service Locations microsites for Iron Mountain.

Requirements:

Iron Mountain wanted to leverage their existing Sitecore CMS framework to create additional microsites quickly.

Their requirements included:

- Creation of Sitecore based microsites
- Implementing Sitecore's Web Form for Marketers module
- Implement geo-targeted personalized experiences

Solutions:

eDynamic implemented two distinct microsites with very disparate business objectives on Sitecore.

1. Service Locations (Microsite): Iron Mountain unrivaled infrastructure includes more than **1,000 facilities,** 10 data centers and 3,500 vehicles in over **35 countries.**

   This microsite helps a visitor to find out what Iron Mountain services are available in their vicinity. eDynamic did an advanced integration of Google maps to showcase the facilities in a user friendly manner. The search has an advanced type-ahead functionality. The tool also exhibits a powerful radius search which shows results from the nearby service locations, if the exact locations are not available.

2. Information Advantage (Microsite): This site is used as a resource center of the useful information for Iron Mountain customers.

   Using this site, the customers can find relevant pieces of information faster and thus make decisions more quickly for competitive gain. The site has an aesthetically pleasing user-friendly interface. The visitors can read/download articles, whitepapers, case studies and other useful information using this Site.

Benefits:

With the two microsites, Iron Mountain was able to cater to the customers more effectively, by enhancing the customer engagement & experience.