

PRESS RELEASE

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MIDIOR Helps Iron Mountain Digital Strengthen Product Focus

Cambridge, MA - - December 15, 2006 - - MIDIOR, a management consulting firm based in Cambridge, MA, has completed the first phase of an engagement for Iron Mountain Digital, a leader in information protection and storage, to elevate the role of product management and to develop a stronger product focus throughout the organization.

MIDIOR was initially selected because of its track record in helping organizations create competitive advantage by building core competencies in product development and management. Through the application of MIDIOR's P4 methodology, Iron Mountain is able to capture cost and revenue relationships across products, platforms, projects and "points-of-delivery," enabling greater visibility into growth opportunities and highlighting early warning indicators about looming problems. According to Tom Mackowski, Vice President of Product Management at Iron Mountain Digital, "We are now putting product-centric views of information into the hands of product management and other operational groups to drive more effective, fact-based decisions. Through P4 and MIDIOR's product mapping process, Iron Mountain Digital is creating a more structured approach to product and portfolio planning. Our ultimate objective is to use these tools and processes to integrate disparate data sources (spanning operations, finance, marketing and development) in order to optimize our allocation of resources and investments across multiple lines of business."

MIDIOR is a management consulting firm that specializes in product development and management for companies that deliver complex, technical products and services. With a professional staff composed of engineers with entrepreneurial experience, MIDIOR provides services ranging from organization model development, to product and technology roadmaps, to hands-on, tactical support for product initiatives. MIDIOR serves firms in the financial services, industrial products and high technology sectors with current clients that include market leaders such as State Street Corporation, Foster Miller and Gerber Scientific.

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