



## Success Story: Memorex Storage Leader Turns to IntraLinks

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- Grace Lu  
Corporate Affairs Manager  
Memorex

***To reduce the headache of managing thousands of company documents, Memorex’s legal department turned to IntraLinks for a secure, efficient and easy-to-use online document exchange and storage system.***

Since the early 1970s, Memorex has been one of the most widely recognized and respected names in the consumer electronics industry. Today, Memorex is a dominant brand in CD and DVD media, optical drives, flash drives and media accessories. Billions of customers have turned to Memorex products when they’ve needed to store and share their documents, music, photos and other files. Who did Memorex turn to when it needed a better way to organize and store its own data? IntraLinks®.

### **Legal Department: Document Central**

After 10 years working at Memorex, Grace Lu knows a thing or two about storing important documents. That’s to be expected given her company’s expertise in digital media storage. What stands out is how much she knows about storing paper. “I used to keep all the corporate documents in binders behind my desk and in filing cabinets,” says Lu, the corporate affairs manager in the legal department. “I spent far too much of my time tracking down the latest revisions of documents, hole-punching and storing them in binders, and photocopying and sending them to colleagues all over the world. It was too time-consuming.”

Memorex’s legal department manages all of the company’s corporate documents, as well as those of its affiliates. The department centralizes tens of thousands of documents covering everything from regulatory filings, contracts, and mergers and acquisitions to board reports and shareholder meeting minutes. Ms. Lu sits in the middle of the storm, responsible for storing everything and distributing documents to internal colleagues around the world. Also, Memorex regularly needs to share documents with outside parties, including investors and potential merger and acquisition partners.

To support a particular transaction in 2003, Lu created six different books of material for lawyers and financial advisors to review. She bought the biggest binders she could find – each more than two feet thick – to accommodate the mass of documents that needed to be included in the books. She even hired a temp for three days just to make two sets of copies of the books and overnight them around the world.

The process left her searching for a better way to organize, store and exchange documents. She needed something quick and efficient, but flexible and highly secure.

### **A Better Way**

Then chief financial officer, Kevin McDonald, suggested automating this very manual process, and Lu began investigating options. She compiled a set of specific, must-have criteria for an online document storage and exchange solution.

Flexibility was at the top of the list. Lu wanted a system that could meet Memorex’s business needs, including accommodating various functional silos and geographically dispersed business units.

  
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The workspace is virtual. The trust is real.™



Lu wanted a way to share documents in minutes with people in any location, on any day, and at any time. Ease-of-use was essential for Lu and others who might upload documents and for the hundreds of people accessing them.

Security and confidentiality were paramount. Lu needed absolute confidence that only people authorized to view a document would be able to do so. She also wanted to be able to decide on a case-by-case basis whether documents could be viewed, printed or saved to a desktop. Additionally, she wanted a record of who saw which documents and when.

Lastly, she didn't want a complex IT system that would require buying, installing and maintaining hardware and software. She wanted a solution that would be up and running quickly.

After a thorough review, Lu decided that IntraLinks met all of her criteria. McDonald, then CFO, agreed.

### Easy Access Via Online Workspaces

Together they selected IntraLinks to create eight online workspaces – one for each of seven geographic divisions around the world, and one for the parent company, Memorex International. The largest workspace stores more than 14,000 pages, with several hundred new pages added every month.

An added benefit of IntraLinks was that individuals who were authorized to access multiple workspaces did not have to maintain multiple passwords – they could use their single IntraLinks password for all of them.

Lu knew the decisions she made at the beginning of the process would determine the success of the project. She started by creating an "information management best practices" index. The index set standards

for coding, naming, organizing and maintaining versions of each file. With the framework in place, IntraLinks scanned and loaded tens of thousands of pages of documents into the workspaces – a process that took only one week.

"Now we have easy access to centralized, consolidated information," says Lu.

"Instead of different versions of documents floating around and not being sure which one was the most recent, I can get people the documents they need quickly, and they never get lost."

"Previously, when a lawyer in Hong Kong wanted to see a document, it would take me at least three days to get it there," says Lu. "I would have looked through the binders behind my desk to find it, photocopied it and sent it via international priority mail. Even then, I might not have the most recent version in my binder. Now, I just send an email alert to the lawyer pointing him to the document on IntraLinks."

### IntraLinks Plays Key Role During Imation Acquisition

In January 2006, Memorex announced its acquisition by Imation Corp pending regulatory and shareholder approval. The deal was complex, with more than 100 lawyers, financial advisors, bankers, and Memorex and Imation executives involved in the review. The deal involved 10 different banking firms alone. People all around the world needed access to documents, one-third of which were in the Hong Kong online workspace.

"Quite simply, I don't know how we could have handled the process without IntraLinks," says Lu. "There were too many documents, people, organizations and countries involved. IntraLinks saved us upwards of 40 percent of the time that would have been required."

Afterwards, IntraLinks created a DVD archive of the online workspace that was set up for the due diligence process. More than just a collection of all the documents, the DVD archive details who viewed which documents when, providing a complete record for legal or compliance purposes.

### Sharing Success

IntraLinks customer support helped Lu create Memorex's eight online workspaces efficiently, with an eye to future uses. Not surprisingly, as Lu's colleagues have become exposed to IntraLinks, they have made it part of how they manage documents in their functional areas. Memorex's corporate controller, human resources department and contract administrator all rely on IntraLinks for secure, efficient document exchange. "Most people don't think to seek out a different way of managing their documents," explains Lu. "But once they work with IntraLinks, they realize that it's such a better way to conduct business that they want to make it part of their everyday routine. We're happy to share the success."

### Live Customer Service

"IntraLinks is so easy to use, I only need to spend 10 minutes with people new to posting to a workspace, and they're ready to go," says Lu. "And there's always a live person on the phone when we need customer support, which is much more helpful than email or chat support."

Now Lu can concentrate on more important work. As corporate affairs manager, she works on everything from contracts to financials, and anything in between.

"I feel like I've been freed from the binders behind my desk," says Lu. "With IntraLinks, I can finally focus on high-value projects rather than managing documents."

## About Memorex

Memorex, a division of Imation Corp. (NYSE: IMN), is the U.S. market-share leader in optical media and media accessories at retail. Since the early 1970s, Memorex has been one of the most widely recognized and respected names in the consumer electronics industry. Today, it is an influential brand in CD and DVD media, optical drives and USB flash drives. For more information on Memorex or its products, please call 562-653-2800, or visit the company's Web site at [www.memorex.com](http://www.memorex.com).

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