

## Solution Brief

# Access Management



The traditional approach to data security – building ever-higher walls around our data – is showing cracks in its foundation. A significant culprit? Unauthorized access. Traditional perimeter security measures often fail to address this internal risk. In today's data-driven world, organizations need a more comprehensive approach to data access management.

### Three key challenges necessitate a shift in data security strategy:

- **Evolving Attack Strategies:** Traditional perimeter defenses, like firewalls, are no longer enough. Organizations face the challenge of securing their data from the inside out, as attackers find new ways to breach systems.
- **Blind Spots and Breaches:** Limited visibility into how data is used across an organization creates blind spots for security teams, making it difficult to identify suspicious behavior and potential breaches.
- **Regulatory Labyrinth:** Keeping up with regulations like GDPR and CCPA is a challenge, and failing to comply can result in hefty fines and reputational damage.

In an age of increasingly complex data environments and evolving threats, is simply fortifying the perimeter enough? Shouldn't organizations be aiming for a multi-layered approach to data security – one that combines granular access control with deep data understanding and real-time monitoring?

### This is where Zubin steps in.

Zubin is Data Dynamics' AI-powered self-service data management software, bringing a fresh approach to privacy, security, compliance, governance and optimization in the world of AI-led workloads. It empowers enterprises by enabling users across all levels - from C-suite to data owners - to discover, define, act, transform, and audit data through a user-friendly interface. Zubin brings correlation, consistency and standardization across your organization by delivering granular insights, deriving recommended workflows, and automating actions using personalized policies and RBAC-driven processes. This transformation fosters a culture of data ownership, where everyone becomes a data champion, and the organization fulfills its responsibility as a data custodian.

Zubin's Access Management functionality empowers organizations to prevent unauthorized access, gain enterprise-wide visibility into data usage, and ensure compliance with data privacy regulations. This solution goes beyond traditional access control methods by offering a multi-layered approach that combines advanced data discovery, real-time monitoring, and AI-driven automation.

## Unify Control and Gain Insights Across All Levels

- **Policy-Controlled File Permissions**  
Manage file access permissions with granular control. Define access policies based on user roles, departments, or specific data types, ensuring only authorized users can access sensitive information.
- **Real-time Access Monitoring**  
Gain real-time visibility into user access activities. Identify suspicious behavior and potential breaches with Zubin's continuous monitoring capabilities.
- **Enterprise-wide to Individual User Visibility**  
Unlike traditional solutions, Zubin provides a centralized platform for managing access controls across the entire organization, from the CISO level down to individual users. Gain enterprise-wide risk insights with CISO-level dashboards while empowering data owners with granular control over their data assets.
- **Personalized Data Policy Creation**  
Leverage Zubin to automate the creation of personalized data access workflows based on your corporate governance and compliance policies. This streamlines the process of establishing secure data access protocols and reduces the risk of human error.

## Deep Data Understanding for Enhanced Security

- **Metadata Analytics and Content Analysis**  
Leverage Zubin's Data Science Engine, AI/Machine Learning (ML), and Natural Language Processing (NLP) to discover and classify sensitive data types like Personally Identifiable Information (PII) and Protected Health Information (PHI). This deep understanding of your data allows for more effective access control policies.
- **Statistical Sampling**  
Optimize resource utilization and gain valuable insights with Zubin's advanced sampling methodologies. Analyze representative data subsets to identify potential access control vulnerabilities without overwhelming your system.
- **Risk Exposure Insights**  
Identify potential data security risks with Zubin's multi-level logical expressions and operators. Gain actionable insights through descriptive and diagnostic analytics, allowing you to proactively address access control weaknesses.



[Click here for a demo](#)



## What's in it for you?

### Minimize Privilege Abuse

Studies suggest 80% of breaches involve privileged credential misuse. Zubin offers granular policy-controlled file permissions, ensuring only authorized users can access sensitive information based on roles, departments, or data types, minimizing the risk of unauthorized access and data breaches.

### Deeper Data Understanding, Stronger Security

Organizations leveraging data discovery for access control see a 20% reduction in access-related incidents. Zubin utilizes AI and machine learning for data analysis and classification, identifying sensitive data like PII and PHI. This deep understanding of your data allows for more effective and targeted access control policies.

### Centralized Visibility for Streamlined Compliance

Centralized access control management reduces data access audit times by 30% (*IDC, 2023*). Zubin provides a centralized platform for managing access controls across your organization, simplifying compliance audits. It empowers CISOs with enterprise-wide risk insights while enabling data owners to manage their data assets responsibly.

### Automate Security with AI Workflows

Organizations leveraging AI for data security automation can see a 15% security improvement. Zubin's automates personalized data access workflows based on your corporate policies. Enterprises can streamline secure access protocol creation, reduce manual effort, and minimize human error.

### Real-Time Visibility, Actionable Insights

Comprehensive data security monitoring improves overall security posture by 25%. Zubin provides real-time monitoring, risk exposure insights, and tailored reports, enabling informed decisions and proactive threat mitigation.

## Comprehensive Security Features

- **Data Minimization**  
Reduce your attack surface by minimizing the amount of data stored. Zubin automates data deduplication, detection, and deletion based on data discovery, classification, and tagging.
- **Data Containment and Isolation**  
Quarantine high-risk data in secure storage, enhancing data security and minimizing the impact of a potential breach.
- **Secure Data Sharing**  
Facilitate secure data collaboration within defined corporate policies. Zubin ensures appropriate access controls are applied, maintaining data confidentiality and compliance.
- **Cloud-Integrated Risk Controls**  
Integrate seamlessly with Microsoft Information Protection (MIP) and Azure Information Protection (AIP) for comprehensive risk control across cloud environments.
- **Real-time Notifications and Reporting**  
Receive real-time status updates, notifications, and action plans tailored to various stakeholder roles (executives, data owners, teams).

Your next chapter of success awaits; let's write it together with Zubin.

[Click here for a demo](#)