

Data Owner Observability, Control and Actionability with Self-Service Data Management



Employees today aren't just data creators, they're data stakeholders. And they crave a say in how enterprise data is used. However, traditional data management systems often leave data owners feeling powerless. Siloed systems and fragmented point solutions create a lack of visibility, breeding distrust between central IT and business units. This disconnect can easily spill over to consumers, who are increasingly skeptical about how companies handle their data. There's a growing gap between what companies promise, what they do with data, and what users actually see.

Three key challenges necessitate a shift towards empowering data owners:

- **The Ownership Gap:** Traditional data management systems leave data owners powerless. These systems lack the tools and visibility needed for effective data ownership, leading to issues like data silos, inconsistencies, and irresponsible handling practices.
- **The Visibility Vacuum:** Data owners struggle in the dark. Limited visibility into data usage patterns makes it difficult to understand how their data is being accessed and utilized. This lack of transparency creates an accountability gap and makes it challenging to identify potential risks associated with their data.
- **The Process Paradox:** Data management becomes a burden for owners. Complex and time-consuming processes discourage data ownership. This can lead to data neglect or an unhealthy reliance on IT for basic tasks, ultimately hindering data stewardship efforts.

In an age where data is a critical asset, can organizations afford to leave data owners on the sidelines? Shouldn't data ownership be a collaborative effort, with empowered owners and streamlined processes at the core?

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 addresses the challenges of data ownership by providing a single source of truth, unlocking data observability, and enabling data insights and action. With an intuitive interface, pre-built workflows and personalized dashboards, Zubin empowers data owners to make informed decisions about their data.

- **Gain Visibility into Data Usage:** Real-time dashboards and reports offer insights into data risk and usage across teams and departments. This transparency fosters informed decision-making.
- **Manage Data Lifecycle:** Zubin empowers data owners to manage their data through self-service workflows. This includes archiving, migrating, transforming, and deleting data based on company policies.
- **Ensure Data Security and Compliance:** Secure data sharing and role-based access control (RBAC) ensure data confidentiality and regulatory compliance.

78% employees believe having more control over their data will increase their trust in their organization's data privacy practices (KPMG).

Unlocking Data Observability

- **Centralized Data Catalog for Data Usage & Traceability**

Zubin maintains a comprehensive data catalog, providing data owners with a clear view of all data assets under their purview. Zubin tracks all data usage activities, allowing data owners to monitor how their data is being accessed and utilized. This fosters accountability and responsible data handling practices.

- **Metadata and Content Analytics**

Zubin leverages AI/ML to automatically discover, classify and tag data based on sensitivity and storage optimization needs. This helps data owners to identify ROT and potential data risks associated with individual data sets containing PII/PHI. Data owners can then take proactive measures to mitigate these risks.

- **Statistical Sampling**

Zubin utilizes advanced sampling techniques for efficient data analysis. Users can gain insights from representative subsets of data, saving time and resources.

- **Centralized Data Ownership Management with RBAC**

Zubin assigns clear data ownership and facilitates communication between data owners and data stewards. It leverages Role-Based Access Control (RBAC) to manage access permissions down to the data owner layer. This ensures that only authorized users have access to specific data sets based on their role and predefined policies.

Data Insights and Action

- **Data Owner Actionability**

Data owners and custodians can manage data privacy, security, and optimization with a single click. Whether it's re-permissioning, quarantine, archival, deletion, migration, or transformation, they can perform all actions within the predefined policies set by IT.

- **Secure Data Sharing**

Zubin facilitates secure data sharing within defined corporate policies. Additionally, it tracks the history of data ownership changes, ensuring accountability and transparency throughout the data lifecycle.

- **Automated Data Lifecycle Management**

Zubin automates data lifecycle management tasks based on personalized data workflows based on corporate governance and compliance policies. This reduces manual workload for data owners and ensures data compliance.

- **Data Wrangling and Transformation**

Zubin enables data cleaning, transformation, and wrangling, ensuring data is high-quality and ready for advanced analytics for AI modeling.

Self-Service Data Management for Informed Decisions

- **Intuitive Interface**

Zubin offers a user-friendly interface that requires no coding knowledge. Data owners can easily access, explore, and manage their data without relying on IT.



[Click here for a demo](#)



- **Pre-built Workflows**
Zubin provides a library of pre-built workflows based on corporate governance and compliance policies. This ensures data owners follow the right procedures when managing their data.
- **Personalized Dashboards**
Data owners can create customized dashboards that display key metrics and insights relevant to their specific data sets. This allows them to make data-driven decisions about their data.
- **Alerting and Notifications**
Zubin can trigger alerts and notifications based on predefined conditions within the data. This allows users to stay informed about critical changes or trends.

What's in it for you?

Gain Transparency with Real-Time Insights

Studies show strong data governance practices increase data trust among business users by 40%. Zubin's real-time dashboards and reports on data risk and usage empower owners to understand data utilization, fostering trust and collaboration.

Manage Data Lifecycle with Self-Service Tools

Research reveals 63% of business users struggle to access needed data. Zubin offers self-service functionalities like archiving, migration, and transformation, empowering data owners to manage lifecycles without relying on IT, improving accessibility and efficiency.

Ensure Security and Compliance through Automation

A recent study found 61% of organizations lack confidence in data privacy compliance. Zubin automates data security tasks like access control and sharing, reducing manual errors and ensuring consistent enforcement of security and compliance policies.

Proactively Mitigate Risk with Data Discovery

Studies show organizations with advanced data discovery capabilities experience a 20% reduction in data breach costs. Zubin leverages AI and machine learning for data discovery, classification, and risk identification. This empowers data owners to proactively identify sensitive data and mitigate potential risks associated with their data sets.

Make Data-Driven Decisions with Personalized Dashboards

Successful business intelligence initiatives lead to a 17% increase in revenue growth. Zubin provides user-friendly interfaces and customizable dashboards tailored to specific data sets. This empowers data owners to make informed decisions about their data, driving business value.

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

[Click here for a demo](#)