Solution Brief

Data Security Orchestration, Automation, and Actionability

Security analysts are facing an information overload. Traditional security tools bombard them with alerts, making it difficult to distinguish real threats from false positives. This not only hinders effective prioritization but also leads to alert fatigue and delayed responses, leaving organizations vulnerable to cyberattacks.

Three key challenges necessitate a data-driven approach to security orchestration and automation:

- **The Alert Avalanche:** Security teams are drowning in a sea of alerts, making it increasingly difficult to distinguish between genuine threats and false positives.

- **Limited Security Visibility:** Fragmented security landscapes with siloed data across different tools create blind spots for security teams, making it challenging to gain a holistic view of an organization's overall security posture.

- **Data Management Bottlenecks:** Organizations struggle with data sprawl, making it difficult to proactively assess risks, classify sensitive information, and implement data minimization strategies.

Security Teams Spend Approximately 25% of Their Time Chasing False Positives; Response Times Stymied by Legacy Tools *(Ponemon Institute).*

In an age of relentless cyber threats, is simply throwing more personnel at the problem the answer? Shouldn't organizations be equipping their security teams with intelligent automation and actionable insights to focus on what truly matters?

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 Data Security Orchestration, Automation, and Actionability (SOAR) functionality uses innovative micro-services architecture that seamlessly integrates with your existing security tools, creating a central hub for data analysis and threat detection. It leverages AI to automate repetitive tasks, personalize security workflows, and empower your security team to take decisive action against threats.

Enhanced Security Visibility and Control

- **Enterprise Risk Posture and Usage Analysis**

  Gain a CISO-level view of security risk and data usage across your organization. Real-time dashboards offer actionable insights, complemented by risk analysis and remediation plans.

- **Data Risk Reporting by Team and Ownership**

  Zubin empowers data ownership and accountability. Teams and individual data owners can access personalized dashboards for in-depth data risk and usage analysis, fostering data security awareness.

- **Personalized Data Policy Creation**

  Personalized data workflows Personalized data workflows based on corporate governance and compliance policies, based on your corporate governance and compliance policies, streamlining security implementation.

Advanced Data Management for Enhanced Security

- **Metadata Analytics**

  Metadata discovery facilitates data lifecycle management and usage pattern analysis. This optimizes data relevance assessment, retention, and disposal policies.

- **Content and Data Classification**

  Zubin identifies sensitive data (PII/PHI) through content analytics powered by AI, Machine Learning, and Natural Language Processing. Advanced classification and tagging create a comprehensive data inventory.

- **Statistical Sampling**

  Advanced sampling methodologies provide valuable insights into data risk and usage trends, optimizing resource allocation and decision-making.

- **Risk Exposure Insights**

  Zubin utilizes multi-level analytics to identify potential security risks and provide actionable insights for proactive mitigation.

Click here for a demo

Comprehensive Security Controls

- **Data Containment and Isolation**
  Zubin quarantines high-risk data in secure storage, enhancing overall data security.

- **Access Control and File Re-permissioning**
  Manage file permissions through Zubin's policy-based access control system. This ensures data confidentiality and compliance.

- **Secure Data Sharing**
  Zubin facilitates secure data sharing within defined corporate policies, maintaining data access controls.

- **Data Minimization**
  Implement data minimization practices through Zubin's policy-based data deduplication, detection, and deletion functionalities.

Streamlined Data Management

- **Data Archival and Retrieval**
  Preserve archived data efficiently, enabling retrieval via various methods while maintaining security compliance.

- **Data Transformation and Migration**
  Facilitate data transformation, archival, retrieval, and bi-directional data movement across platforms (on-premises and cloud).

- **Data Tiering and Placement**
  Zubin optimizes data storage and resource allocation based on data classification and usage patterns.

- **Cloud-Integrated Risk Controls**
  Zubin integrates seamlessly with Microsoft Information Protection and Azure Information Protection, for effortless management of sensitive data across platforms.

Real-Time Notifications and Reporting

Zubin empowers informed decision-making through real-time notifications and reports tailored to various stakeholders (executives, teams, data owners). This ensures everyone has the information needed to maintain a strong security posture.

What's in it for you?

Slash False Positives with Intelligent Automation

Studies show AI-powered SOAR reduces investigation time for false alarms by 40%. Zubin automates repetitive tasks using AI, prioritizing real threats and freeing your team for critical incidents.

Gain Enterprise-Wide Visibility

Organizations can achieve a 25% improvement in threat detection with centralized SIEM platforms. Zubin acts as your central hub, offering real-time dashboards and risk assessments for a holistic security view. This eliminates blind spots and empowers informed decisions.

Empower Everyone, Enhance Security

Research proves 20% drop in reported incidents when data ownership is fostered. Zubin provides personalized dashboards for teams and owners, promoting data security awareness and accountability, empowering everyone to contribute to a more secure environment.

Proactive Risk Mitigation with Actionable Insights

A 50% reduction in breach costs is possible with advanced security analytics. Zubin leverages AI and machine learning to identify potential risks and provide actionable insights for proactive mitigation to help your team address threats before they escalate.

Streamline Management, Boost Efficiency

Efficient data management can lead to a 15% reduction in audit times. Zubin offers data minimization, archiving, and classification features, optimizing storage and simplifying management tasks. This frees up your security team to focus on core activities.

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