Solution Brief

Data Usage & Traceability

In today's data-driven world, organizations collect and store massive volumes of information. But a hidden challenge lurks beneath the surface: Unstructured Data. Most businesses lack clear visibility into where this data is located, who owns it, how old it is, how much of it is actually used, and how much of it contains consumer or business-sensitive information. This lack of transparency can lead to a number of problems, including storage cost escalations, AI bias, security vulnerabilities, potential privacy violations, and challenges in meeting data privacy regulations.

Three key challenges necessitate a data-driven approach to data usage and traceability:

- **The Visibility Vacuum:** Data governance becomes a challenge when organizations lack clear visibility into how data is accessed and used, making it difficult to identify potential misuse and ensure responsible data practices.

- **The Risk Radar Issue:** Without proper data traceability, organizations struggle to identify and address potential security threats or data breaches. Tracing the movement of data can be a complex task, leaving companies vulnerable to leaks and misuse.

- **The Compliance Conundrum:** Data privacy regulations like GDPR and CCPA place a heavy burden on organizations to demonstrate responsible data stewardship. The sheer volume of data and the ever-changing regulatory landscape make compliance a major challenge.

80% of all the generated data is unstructured *(Gartner)*.

In an age of ever-growing data volumes and complex regulatory landscapes, is simply collecting more data the answer? Shouldn't organizations be aiming for a more holistic approach - one that combines advanced data analytics with risk management to gain control of their data usage and traceability?

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 offers a comprehensive solution for data usage and traceability challenges. By providing unparalleled data visibility and analytics, advanced enterprise risk management, and automated workflows and policy enforcement, Zubin empowers organizations to gain control of their data and ensure responsible data practices. It helps you see data clearly, automate classification, empower security, gain AI-powered insights, and automate workflows to reduce governance overhead.

Unparalleled Data Visibility and Analytics

• Disparate System Integration

Zubin seamlessly integrates with various enterprise systems (file servers, databases, cloud storage) to collect and analyze data usage patterns from across your entire IT infrastructure. This holistic view empowers you to understand how data is accessed and utilized, regardless of its location.

• Automated Data Classification and Cataloging

Zubin utilizes advanced content analytics and metadata discovery to automatically classify and categorize your data. This creates a detailed inventory of all processed, collected, stored, and shared data within your organization. Zubin can identify sensitive data types (e.g., PII, PCI, PHI) and classify data based on criticality, age, usage, and location.

• User-Centric Activity Tracking

Zubin tracks and analyzes data access by individual users and teams.This user-level granularity allows you to identify potential misuse or unauthorized access, enabling proactive security measures.

Advanced Enterprise Risk Management

• Actionable Risk Insights

Zubin leverages AI and machine learning to analyze data usage patterns and identify potential risks. It utilizes multi-level logical expressions and operators to translate complex data into actionable insights. This allows you to proactively address data security and privacy concerns before they escalate.

• Real-Time Monitoring and Alerts

Zubin provides real-time dashboards and reports that offer insights into data usage trends and potential security incidents. This allows you to stay informed and take immediate action when necessary. For instance, Zubin can trigger alerts for suspicious activity such as attempts to access blacklisted files or access attempts from unauthorized locations.
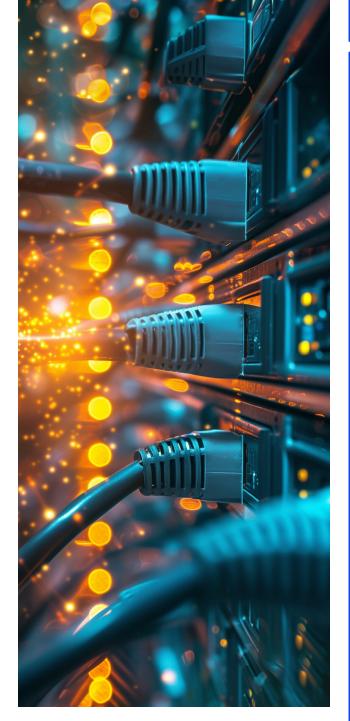
• Data Anomalies and Threat Detection

Zubin continuously monitors for unusual data access patterns and suspicious activities that may indicate potential threats or data breaches. This could include attempts to access highly sensitive data by unauthorized users or attempts to download large amounts of data outside of regular working hours. Zubin can also identify data exfiltration attempts by monitoring unusual data transfer activities.

Automated Workflows and Policy Enforcement

• Personalized Data Policy Creation

Zubin streamlines data governance by automatically creating personalized data workflows based on your corporate governance and compliance policies. This eliminates manual effort and ensures consistency in data handling practices across the organization. For instance, Zubin can automatically generate workflows that restrict access to sensitive data (e.g., customer PII) to authorized personnel only and define appropriate data retention periods based on compliance requirements.

Click here for a demo

What's in it for you?

See Data Clearly, Act Faster

Studies suggest integrated data management tools cut data search time by 20%. Zubin unifies data across file servers, databases, and cloud storage, providing a holistic view. Eliminate silos, understand true data usage, and make informed decisions.

Automate Classification, Build a Detailed Inventory

73% of organizations struggle with data classification. Zubin automates data classification and cataloging, creating a detailed inventory of sensitive data (PII, PCI, PHI) and classifying based on criticality, age, usage, and location. This empowers informed decisions about data storage, access control, and security.

Empower Security with User-Centric Tracking

User behavior analytics can improve threat detection accuracy by 30%. Zubin tracks user and team data access at a granular level, allowing you to identify potential misuse or unauthorized access and take proactive steps to prevent security incidents.

AI-Powered Insights, Mitigate Risk Proactively

Studies indicate advanced data security analytics reduce data breach response costs by 40%. Zubin leverages AI/ML to analyze data usage patterns and identify potential security risks. It translates complex data into actionable insights, allowing you to address concerns before they escalate.

Automate Workflows, Reduce Governance Overhead

Automated data governance can reduce overhead costs by 15%. Zubin automates data governance tasks (policy creation, data remediation, retention management). Eliminate manual errors, streamline enforcement, and free up IT resources for strategic initiatives.

- **Automated Data Remediation**

Upon identifying potential data misuse or violations of policy, Zubin can trigger automated remediation actions. This could include quarantining sensitive data, revoking access privileges for unauthorized users, or generating alerts for further investigation. This ensures a prompt response to potential security incidents and minimizes the potential for data loss or breaches.

- **Retention Management and Compliance**

Zubin automates data retention policies by classifying and tagging data based on its retention requirements. This ensures timely deletion of obsolete data and simplifies compliance efforts.

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

Click here for a demo