

Solution Brief

Hybrid-Cloud Data Mobility



In today's data-driven world, organizations are increasingly adopting hybrid cloud environments to leverage the flexibility and scalability of cloud computing while maintaining control over sensitive data on-premises. However, this shift creates a new challenge: ensuring seamless and secure data mobility between these disparate environments.

Three key challenges necessitate a data-driven approach to cloud adoption::

- **Data Silos and Limited Visibility:** Fragmented data storage across cloud and on-premise environments creates data silos, hindering an organization's ability to access and analyze all its information.
- **Security Concerns During Data Transfer:** Transferring data between cloud and on-premise environments introduces potential security vulnerabilities. Sensitive information can be exposed during transit, leaving organizations at risk of data breaches.
- **Inefficient Data Movement and Management:** Manual data migrations and a lack of automation lead to time-consuming and error-prone processes. They slow down data movement and make it difficult to keep data up-to-date, hindering real-time analytics.

41% of businesses worry about data security and compliance issues when migrating to the cloud, highlighting a major concern for many organizations (*Flexera*).

In an age of hybrid cloud adoption, is simply accepting data silos and inefficient data movement the answer? Shouldn't organizations be aiming for a holistic approach - one that combines secure data mobility with deep data understanding for informed decision-making?

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 Hybrid-Cloud Data Mobility solution empowers organizations to unlock the full potential of their data across hybrid cloud environments. By providing secure, efficient, and insightful data mobility capabilities, Zubin helps organizations optimize resource utilization, enhance data security, and gain valuable insights for informed decision-making.

Secure and Effortless Data Migration and Management

- **Self-Service Data Classifications and Migrations**

Empower data owners with a user-friendly interface for self-service data classification. Leverage policy-driven automated data movement, including migration, replication, transformation & synchronization, and archiving across various platforms. Zubin supports on-premises and cloud storage, including SMB, NFS, AWS S3, and OneDrive (File to File, File to Object, Object to Object).

- **Secure Data Transfer Protocols**

Zubin utilizes industry-standard secure data transfer protocols like HTTPS and FTPS to ensure data confidentiality during transit. These protocols encrypt data in motion, protecting it from unauthorized access or interception.

- **Data Encryption at Rest and In Transit**

Zubin supports various data encryption algorithms to safeguard sensitive information at rest within cloud storage and during data transfer between environments. This multi-layered approach minimizes the risk of data breaches and unauthorized access.

- **Archival, Retrieval, and Bidirectional Conversion**

Zubin facilitates data archiving, retrieval, and bi-directional conversion (file to object and object to file) with data quarantine capabilities. This allows organizations to securely archive data in object storage formats for long-term retention while enabling efficient retrieval and transformation for

various use cases. Additionally, data quarantine capabilities provide a secure environment to isolate sensitive data for further investigation or regulatory compliance purposes.

Optimized Data Transfer Performance

- **Data Compression**

Zubin optimizes data transfer performance by employing data compression techniques. This reduces the amount of data transferred, minimizing network bandwidth consumption and accelerating data movement between cloud and on-premise environments.

- **Incremental Updates**

Zubin focuses on transferring only incremental data updates, rather than entire datasets. This significantly reduces the volume of data transferred, improving transfer speed and minimizing resource utilization on both cloud and on-premise infrastructure.

Deep Data Understanding for Informed Decisions

- **Metadata and Content Analysis**

Identify and classify sensitive data types like PII and PHI with Zubin's AI/ML powered Data Science Engine. Analyze data relevance and usage patterns to inform data retention and disposal policies.

- **Statistical Sampling**

Optimize analysis efficiency by utilizing Zubin's advanced sampling methodologies. Gain valuable insights into data mobility trends and potential risks without overwhelming your system.



[Click here for a demo](#)

- **Risk Exposure Insights**

Zubin's multi-level logical expressions and operators identify potential data security vulnerabilities during migration or storage. Actionable insights through descriptive and diagnostic analytics empower proactive risk mitigation strategies prior to data migration.

Enhanced Data Governance and Control

- **Data Ownership Policy Enforcement**

Zubin integrates with existing user management systems like Active Directory and LDAP to enforce data ownership policies based on personalized corporate data governance requirements. This ensures that only authorized users have access to specific data sets, maintaining data security and compliance.

- **Data Sharing with Access Controls**

Zubin facilitates secure data sharing within defined corporate policies across object and file data stores and pipelines. Granular access controls are consistently enforced, regardless of the data location (cloud or on-premise), ensuring data confidentiality and privacy compliance.

- **Cloud-Integrated Risk Controls**

Zubin integrates seamlessly with cloud security solutions like Microsoft Information Protection (MIP) and Azure Information Protection (AIP). This combined approach enables effortless identification and management of sensitive data located in various cloud storage locations such as home shares, SMB shares, NFS shares, and S3 buckets.

Comprehensive Visibility and Reporting

- **Data Usage & Traceability**

Zubin maintains a centralized data index for complete transparency into data usage activities across cloud and on-premise environments. This facilitates regulatory compliance, auditability, and responsible data handling practices.

- **Enterprise Risk Posture and Business Intelligence**

Zubin provides executive dashboards and reports offering comprehensive insights into data usage patterns and potential risks across the enterprise. These reports cover business units, LOBs, and geographies, empowering data-driven decision making and risk mitigation strategies.

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

Zubin provides user-friendly dashboards for data owners and teams, offering granular insights into data risk and usage trends within their areas of responsibility. This data ownership fosters accountability and enables proactive data management practices.

What's in it for you?

Break Down Silos, Empower Users

Studies show integrated data management across cloud and on-premise environments improves data accessibility for analytics by 20%. Zubin empowers data owners with self-service tools for classification and migration, breaking down data silos and making all your data readily available for analysis.

Secure Data Transfers, Minimize Risk

Data breaches from insecure transfers cost companies an average of \$5.4 million. Zubin leverages secure protocols (HTTPS, FTPS) and encrypts data in transit and at rest. This multi-layered approach minimizes the risk of data breaches during cloud migrations.

Optimize Performance, Streamline Transfers

Studies show data compression techniques reduce data transfer times by 30% between cloud and on-premise environments. Zubin utilizes compression and incremental updates for optimal transfer performance, reducing network strain, minimizing transfer times, and ensuring efficient data movement.

Gain Deep Data Understanding, Make Informed Choices

Strong data governance practices can reduce costs associated with data quality issues by 15%. Zubin analyzes data relevance, classifies sensitive data types, and identifies potential risks. This empowers informed data retention and disposal policies, mitigates security vulnerabilities, and ensures best practices are followed.

Maintain Security & Compliance, Simplify Audits

Centralized data security across cloud environments can improve compliance audit efficiency by 15%. Zubin integrates with user management systems, enforces data ownership policies, and offers granular access controls. Enterprises can ensure consistent data security and simplify compliance audits across your hybrid cloud environment.

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

[Click here for a demo](#)