Solution Brief

Policy-based Data Governance Framework and Insight

ZUBIN™
Bytes to Rights™

In today's data-driven world, organizations grapple with a complex challenge: ensuring data accuracy, security, and compliance with ever-evolving regulations. Fragmented data governance practices can lead to significant issues, including poor data quality, irresponsible data handling, and difficulty meeting data privacy requirements.

Three key challenges necessitate a holistic approach to data governance:

- **The Policy Puzzle:** The absence of a centralized and well-defined set of data governance policies makes it difficult for organizations to achieve consistent data handling practices. This inconsistency can lead to confusion, errors, and security vulnerabilities.

- **The Visibility Void:** Limited visibility into data usage and lineage creates blind spots for data governance teams. Organizations struggle to track how data flows through their systems, making it difficult to identify potential risks and ensure compliance.

- **The Ownership Enigma:** Unclear data ownership leads to confusion and accountability issues. Without a clear understanding of who is responsible for different data assets, organizations struggle to manage data lifecycles effectively.

60%
of businesses lack a formal data governance strategy *(Experian)*.

In an age of sprawling data landscapes and stricter regulations, is a piecemeal approach to data governance enough? Shouldn't organizations be aiming for a more holistic solution - one that combines data policy management, data analytics, and comprehensive data visibility to empower 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 Policy-based Data Governance Framework and Insight empowers organizations to establish a data governance strategy that fosters data quality, responsible data handling, and adherence to data privacy regulations. By providing a user-friendly interface, advanced data analytics, comprehensive data governance features, and support for a wide range of data stores, Zubin offers a powerful solution for organizations seeking to effectively manage their data assets.

Streamlined Policy Management

- **Self-Service Policy Interface**
  Zubin provides a user-friendly interface for defining and managing data governance policies. This self-service approach empowers data governance teams and business users to create, edit, and version control policies without relying on IT resources.

- **Policy-Driven Workflows**
  Zubin personalizes data workflows based on predefined corporate policies. These workflows automate data classification, access control, retention, and other data handling practices, ensuring consistency and adherence to best practices.

- **RBAC Down to the Data Owner Layer**
  Zubin leverages Role-Based Access Control (RBAC) to manage access permissions at the granular level, including data owners. This ensures that only authorized users have access to specific data sets based on their role and predefined policies.

Automated Data Classification and Control

- **Content and Metadata Analytics**
  Zubin utilizes a powerful combination of content and metadata analytics powered by AI and Machine Learning (ML). This allows for automated data classification, identifying sensitive data types (PII, PCI) and classifying data based on criticality, age, usage, and location.

- **Data Discovery and Cataloging**
  Zubin leverages automated data discovery to create a comprehensive inventory of all processed, collected, stored, and shared data within the organization. This data catalog provides a clear picture of where data resides and how it's being used.

- **Data Security Orchestration and Automation**
  Zubin automates various data security tasks based on your defined policies. These tasks can include data encryption, user activity monitoring, security reporting, and remediation actions in case of suspicious activity.

Enhanced Data Visibility and Traceability

- **Data Usage & Traceability**
  Zubin maintains a centralized data index that tracks all data usage activities. This comprehensive audit trail facilitates regulatory compliance, data lineage analysis, and enables organizations to demonstrate responsible data handling practices.

- **Cloud Integrated Risk Controls**
  Zubin integrates seamlessly with cloud information protection platforms like Microsoft Information Protection (MIP) and Azure Information Protection (AIP). This allows for effortless identification and management of sensitive data located across cloud storage platforms and on-premises systems.

Click here for a demo

- **Data Aggregation and Harmonization**

  Zubin aggregates data from diverse sources, including file and object storage, data lakes, and cloud platforms. It utilizes data mapping and schema management tools to transform data into a unified format, enabling consistent data analysis and reporting across the organization.

Compliance and Retention Management

- **Retention Compliance**

  Zubin simplifies data retention management by utilizing advanced metadata analysis to discover, classify, and tag data based on organizational and regulatory retention requirements. This ensures timely action (archive or deletion) is taken based on predefined retention policies.

- **Data Archiving and Retrieval**

  Zubin facilitates data archiving by converting files into a secure, object-based format. This archived data remains readily retrievable through software, RESTful APIs, and complies with audit and legal discovery requirements. Additionally, Zubin provides S3/NFS/SMB-compliant access for ease of use and compatibility.

- **Data Redundancy Management**

  Zubin utilizes policy-based data deduplication to identify and remove redundant data copies based on metadata discovery, classification, and tagging. This optimizes storage utilization and reduces costs associated with maintaining unnecessary data copies.

Empowering Data Owners and Stakeholders

- **Data Owner Observability and Control**

  Zubin provides a self-service user interface with pre-built dashboards for data owners. This empowers data owners to monitor data usage within their area of responsibility, identify potential risks, and take corrective actions without relying on IT.

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

  Zubin offers user-friendly dashboards and reports that provide insights into data usage patterns and associated risks for individual teams. This fosters data ownership and accountability within teams, encouraging responsible data practices.

- **Policy-Based Transfer of Data Ownership**

  Zubin automates the identification of data with inactive data owners and facilitates the transfer of ownership to active data custodians based on predefined workflows. This eliminates the risk of "orphan data" and ensures clear ownership for all data assets.

What's in it for you?

Empower Self-Service Data Management

Self-service data governance software can reduce policy management time by 15%. Zubin's user-friendly interface empowers data teams and business users to create, edit, and version data policies, streamlining management and reducing IT burden.

Automate Workflows, Ensure Consistency

Studies show 68% of organizations struggle with consistent policy enforcement. Zubin automates data classification, access control, and retention through predefined policies, ensuring consistent data handling and reducing human error.

Empower Data Owners, Enhance Accountability

Organizations with data ownership practices experience a 20% increase in data quality initiatives. Zubin provides granular access control (RBAC) down to the data owner level, empowering them to manage access and collaborate securely, fostering accountability and reducing unauthorized access risk.

Gain Enterprise Visibility, Reduce Risk

Effective data lineage tracking reduces data breach investigation time by 20%. Zubin maintains a centralized data index that tracks all data usage activities, facilitating lineage analysis and demonstrating responsible data handling for compliance.

Simplify Compliance, Reduce Costs

Automated data retention management reduces data storage costs by 15%. Zubin uses metadata analysis to classify data and enforce retention policies, automating data retention actions and ensuring compliance, reducing breach risk and storage costs.