

Solution Brief

RBAC-Driven Process and Controls



Data breaches are a persistent threat, with privileged credential misuse a major culprit. Traditional data security approaches that rely on static permissions struggle to keep pace with the evolving threat landscape and the complexities of managing access across a dynamic workforce.

Three key challenges necessitate a more granular approach to data access control:

- **The Privileged Peril:** Overly broad access privileges create a security nightmare for organizations, making it difficult to control who can access sensitive data and what they can do with it.
- **The Visibility Gap:** Limited visibility into user activities and data usage creates blind spots for security teams. They are left guessing about potential security risks lurking within the system.
- **The Compliance Conundrum:** Data privacy regulations like GDPR and CCPA add another layer of complexity. Organizations struggle to keep their access controls robust and adaptable enough to meet compliance requirements.

80% of data breaches involve privileged credential misuse (*Verizon*).

In an age of increasingly complex data environments and a growing remote workforce, is simply relying on traditional access control methods enough? Shouldn't organizations be aiming for a more granular and automated approach – one that safeguards sensitive data from misuse and at the same time empowers users with data democracy?

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 RBAC-Driven Process and Controls offers a comprehensive solution to data security and privacy challenges. By leveraging automation, personalized workflows, and granular access controls, Zubin safeguards sensitive data and fosters a robust security posture. It minimizes privilege creep, grants real-time enterprise-wide visibility, automates workflows, empowers stakeholders with actionable insights, and enforces dynamic access controls.

Automated Workflows and Personalized Data Security

- **Gen-AI Data Policy Creation**

Zubin utilizes generative AI to automate the creation of data workflows tailored to your organization's specific governance policies and compliance requirements. This streamlines the policy definition process, ensuring consistency and reducing the risk of human error.

- **Policy-Based Permissions Management**

Zubin automates permission granting based on pre-defined user roles. This eliminates the need for manual configuration, minimizes the time it takes to provision access, and reduces the likelihood of unauthorized access due to human oversight.

- **Just-In-Time Provisioning**

Zubin grants access only when necessary, based on user roles and task requirements. This minimizes vulnerability windows and ensures users only have the access they need to perform their jobs effectively.

Secure Data Management and Access Controls

- **Data Access Control and Re-permissioning**

Zubin offers a policy-based approach to file permission management. This includes features for preserving existing permissions, re-permissioning files as needed, identifying open shares, and re-assigning security controls via Active Directory and Security Identifier (SID) mapping.

- **Data Containment and Isolation**

Zubin can quarantine high-risk or sensitive data in secure storage locations, such as file shares or object storage buckets. This adds an extra layer of protection for your most critical data assets.

- **Data Sharing with Access Controls**

Zubin facilitates secure data sharing within the confines of your corporate data governance policies. This ensures that data access controls are consistently applied, regardless of the location or format of the data.

Enterprise-Wide Visibility and Risk Management

- **CISO-Level Executive Dashboard**

Zubin provides a comprehensive dashboard that offers a real-time view of risk posture and data usage across the entire organization. This includes insights into data access trends by business unit, line of business, geographic location, and individual users.



[Click here for a demo](#)

- **Actionable Risk Intelligence**

Zubin leverages multi-level logical expressions and operators to identify potential data privacy risks. It translates complex data into actionable insights, enabling CISOs and security teams to proactively address security concerns before they escalate into breaches.

- **Data Risk and Usage Reporting**

Zubin empowers data owners and teams with user-friendly dashboards that provide granular insights into data risk and usage patterns within their areas of responsibility. This fosters data ownership and accountability, encouraging teams to actively participate in data security best practices.

- **Cloud-Integrated Risk Controls**

Zubin seamlessly integrates with Microsoft Information Protection (MIP) and Azure Information Protection (AIP) to extend data protection capabilities to cloud-based data repositories. This enables you to effortlessly identify and manage sensitive data located in home shares, SMB shares, and other operational data stores across your hybrid cloud environment.

- **Real-Time Notifications and Reporting**

Ensure data retention compliance with automated data discovery, classification, and tagging. Zubin helps you identify data nearing its expiration based on retention policies, enabling timely action to avoid data breaches or regulatory violations.

Data Discovery, Classification, and Inventory

- **Content Analytics with AI/ML and NLP**

Zubin's Data Science Engine utilizes advanced artificial intelligence, machine learning, and natural language processing (NLP) techniques for comprehensive content analysis. This enables the automated discovery and classification of sensitive data, including personally identifiable information (PII).

- **Automated Classification and Tagging**

Zubin employs a combination of metadata analysis and content scanning to automatically classify, tag, and index your data. This creates a detailed inventory of all processed, collected, stored, and shared data within your organization.

- **Statistical Sampling**

Zubin leverages advanced sampling methodologies to select representative data subsets for further analysis. This provides valuable insights into data risk and usage patterns while optimizing resource utilization.

What's in it for you?

Minimize Privilege Creep with Least Privilege Access Control

Studies suggest human error is a factor in over 90% of data breaches. Zubin enforces a least privilege approach, granting users only the access they need to perform their jobs. This reduces the attack surface and minimizes the potential damage caused by compromised credentials.

Gain Enterprise-Wide Visibility with Real-Time Dashboards

Based on a recent survey, 66% of organizations lack sufficient visibility into user access activity. Zubin provides executives with real-time dashboards for a comprehensive view of risk posture and data usage across the organization. This empowers informed decision-making and allows for proactive identification of suspicious behavior.

Automate Workflows for Streamlined Policy Management

Automation for access control can result in 20% reduced access control management overhead. Zubin automates data policy creation and permission management, eliminating manual configuration errors, streamlining policy enforcement, and reducing the burden on IT teams.

Empower Stakeholders with Actionable Risk Intelligence

Organizations with advanced data security analytics have experienced a 35% reduction in the cost of containing data breaches. Zubin leverages AI and machine learning to identify potential data privacy risks and translate complex data into actionable insights. Enterprises can proactively address security concerns before they escalate.

Enforce Dynamic Access Controls with Just-In-Time Provisioning

Organizations with Just-In-Time (JIT) provisioning can achieve a 40% reduction in the number of access control violations. Zubin grants access only when necessary, based on user roles and task requirements. This minimizes vulnerability windows and ensures users only have access for the specific duration needed to complete their tasks.

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

[Click here for a demo](#)