

Solution Brief

Risk Analysis and Remediation for Sensitive Information



The ever-expanding digital realm presents a double-edged sword for organizations. While data fuels innovation, it also creates a bullseye for cyberattacks. Data breaches are becoming increasingly prevalent, inflicting significant financial damage. In this data-drenched environment, organizations face a critical challenge: proactively safeguarding sensitive information and mitigating data security risks.

Three key challenges necessitate a comprehensive data security approach:

- **Exponential Data & Growing Risk:** The explosion of data creates a goldmine for cybercriminals, making it increasingly difficult for organizations to identify, classify, and protect sensitive information.
- **Regulatory Labyrinth:** Organizations struggle to keep pace with regulations like GDPR and CCPA, risking hefty fines and reputational damage if their data security practices fall short.
- **Data Lifecycle Management Challenge:** Traditional methods often struggle to keep up with the ever-increasing volume and complexity of data, making businesses vulnerable to security gaps and compliance issues.

The average cost of a data breach has reached a \$4.45 million in 2023. (IBM)

In today's era of exploding data volumes, is simply patching the holes enough? Shouldn't organizations be aiming for a more holistic approach to data security – one that anticipates and mitigates risks before they occur?

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 Risk Analysis and Remediation that empowers organizations to proactively identify, analyze, and mitigate data security risks across the enterprise. This solution goes beyond traditional methods by providing holistic risk analysis, self-service remediation options, and advanced features powered by AI and machine learning.

Multi-Faceted Risk Analysis and Self-Service Remediation

- **Advanced Analytics and Classification**
 - **Metadata and Content Analysis:** Zubin leverages a Data Science Engine, AI/ML, and NLP to analyze data content and metadata, enabling the discovery and classification of sensitive data, including Personally Identifiable Information (PII) and Protected Health Information (PHI).
 - **Data Classification:** Zubin utilizes advanced techniques for data classification, tagging, and indexing based on both metadata and content scans. This creates a detailed inventory of all processed, collected, stored, and shared data within the organization.

- **Statistical Sampling**

Zubin employs sophisticated sampling methodologies to select representative data subsets for further analysis. This provides valuable insights at various levels (executive, team, user) while optimizing resource utilization.

- **Data Minimization**

Zubin empowers organizations to implement data minimization practices through policy-driven data deduplication, detection, and deletion functionalities. These functions rely on data discovery, classification, and tagging to identify and remove irrelevant data, ensuring adherence to data retention and disposal policies.



Enhanced Security Controls

- **Cloud Integrated Risk Controls**

Zubin seamlessly integrates with Microsoft Information Protection (MIP) and Azure Information Protection (AIP), enabling effortless identification and management of sensitive data across various repositories.
- **Access Control and Re-permissioning**

Manage file permissions through Zubin's policy-based access control system. This includes 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 Sharing**

Zubin facilitates secure data sharing within the confines of corporate policies, ensuring appropriate access controls are applied to maintain data confidentiality and compliance with data privacy regulations.



[Click here for a demo](#)



What's in it for you?

Slash Breach Response Time

Studies show advanced threat detection cuts data breach containment time by 66%. Zubin's AI and machine learning analyze data in real-time, pinpointing potential threats before they escalate.

Compliance Made Easy

Automated data classification can reduce compliance audit and reporting time by 30%. Zubin automatically classifies sensitive data (PII, PHI) for seamless compliance with GDPR, CCPA, and more. This frees your IT team and minimizes non-compliance risks.

Empower Users, Lighten IT Load

Self-service data remediation tools could decrease escalated security incidents to IT by 20%. Zubin empowers users to identify and address minor data concerns independently, reducing IT workload.

Optimize Storage, Save Costs

Data minimization strategies can cut storage costs by 15%. Zubin facilitates data minimization through policy-driven deduplication and deletion, enhancing security and reducing storage expenses.

Real-Time Visibility, Actionable Insights

Comprehensive data security monitoring improves overall security posture by 25%. Zubin provides real-time monitoring, risk exposure insights, and tailored reports, enabling informed decisions and proactive threat mitigation.

Data Lifecycle Management

Data Transformation and Migration

Zubin facilitates secure data movement across various platforms, both on-premises and in the cloud, with policy-driven data migration, replication, transformation & synchronization, and archiving capabilities.

Data Archiving

Zubin offers efficient data archiving through file conversion into object format, allowing for easy retrieval and legal discovery while ensuring compatibility with various storage solutions.

Data Tiering and Placement

Zubin's intelligent data tiering and placement functionality accurately identifies and classifies data, mapping physical and virtual locations. This enables dynamic allocation of resources and storage optimization based on usage patterns.

Actionable Insights and Reporting

Risk Exposure Insights

Zubin's multi-level logical expressions and operators identify potential data privacy risks through descriptive and diagnostic analytics, allowing you to proactively address potential issues.

Real-time Notifications and Reporting

Receive real-time status updates, notifications, and action plans tailored to various stakeholder roles (executives, business units, teams, data owners).

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

[Click here for a demo](#)