DATA DYNAMICS

Case Study

From Risk to Reward

How Smart Data Lifecycle Management Led to 59% Cost Reduction and 10X Productivity Surge, Empowering a Fortune 50 Energy Conglomerate to Achieve Unprecedented Efficiency and Financial Resilience

For one of the largest Fortune 50 energy companies, the need to implement intelligent data lifecycle management and optimize data operations was paramount. With the challenges of unstructured data growth, data sprawl, and outdated technology resulting in increased costs and risks, the energy company sought an innovative solution. Data Dynamics stepped in, offering their Unified Data Management Software, which brought about a remarkable 59% reduction in costs and a 10X increase in productivity, along with enhanced risk mitigation.

Business Need

Implementing Storage Lifecycle Management and Streamlining Data Operations

- **Storage Lifecycle Management:** To optimize data storage, classification, and organization throughout its lifecycle.

- **Mitigating Risk:** Addressing the risks posed by data sprawl, obsolete technology, and non-critical data being treated as critical data.

- **Cost Optimization:** Streamlining data management and operations to achieve significant cost savings.

- **Data Classification:** Identifying and classifying critical and dark data to enable efficient data management.

Challenges Faced

Tackling Data Growth and Outdated Technology Risks

- **Unstructured Data Growth and Sprawl:** The exponential growth of unstructured data across systems created inefficiencies.

- **Business and IT Risks:** Legal and compliance risks, stressed production, and backup systems due to data sprawl.

- **Non-Critical Data Management:** Treating non-critical data as critical led to unnecessary costs and complexity.

- **Lack of Data Lifecycle Management:** Insufficient understanding and management of data throughout its lifecycle.

- **Risks of Outdated Technology:** Outdated systems resulted in decreased productivity, increased support costs, and limited parts availability.

Solution Offered

Revolutionizing Data Management with Intelligent Solutions

To address the challenges, Data Dynamics proposed a comprehensive solution leveraging their Unified Data Management Software offering the following capabilities:

Automated Data Migration Across Storage Tiers

Data Dynamics' Unified Data Management Software enabled seamless, policy-driven data migration across storage vendors and tiers. Efficient placement of data based on lifecycle stage and importance resulted in cost savings and enhanced data management efficiency.

Metadata Analysis for Smart Storage Decisions

Comprehensive metadata analysis provided insights into data usage patterns, ages, and access frequencies. Informed storage decisions led to optimized allocation and significant cost savings, reducing expenses by 59%.

AI/ML-Powered Data Classification and Content Analytics

Leveraging AI/ML, the software intelligently classified data, ensuring proper organization based on relevance and sensitivity. Content analytics identified sensitive data, prioritizing critical information protection and compliance adherence.

APIs for Streamlined Business Processes

Data Dynamics' software APIs facilitated seamless integration with existing processes, streamlining data management workflows. The company experienced a remarkable 10X increase in productivity, focusing on strategic initiatives.

Business Impact

$7.5 Million Annual Savings and Accelerated DC Consolidation

- **Enhanced Data Understanding:** Through data enrichment, file metadata discovery, and classification, data comprehension was greatly improved.

- **Remediation of Dark and Sensitive Data:** Identifying and addressing dark and sensitive data minimized potential risks.

- **Cost Savings and Optimization:** Data classification and storage optimization resulted in substantial cost savings, with every 1% of data archival to S3 leading to a $3 million/year reduction in costs.

- **Improved Infrastructure Efficiency:** Data rationalization led to infrastructure optimization and reduced costs.

- **Significant Cost Savings:** The energy company achieved an impressive 59% cost reduction, improving the total cost of ownership (TCO) and efficiency for high-risk file storage environments.

- **Dramatic Productivity Increase:** With streamlined data operations, the energy company experienced a 10X boost in productivity.

- **Elimination of Risk:** Outdated and unsupported environments were eliminated, reducing risks and ensuring system stability.

Conclusion

Data Dynamics' Intelligent Data Management Software revolutionized data operations for the Fortune 50 energy company, resulting in substantial cost savings, enhanced productivity, and efficient risk mitigation. By implementing intelligent data lifecycle management and leveraging advanced technologies, the company successfully navigated the complexities of data sprawl and outdated technology, positioning itself for continued success and innovation in the dynamic energy sector.

Your next chapter of success awaits; let's write it together with Zubin. `Click here for a demo`