

## Case Study

# From Disarray to Data Empowerment

*How Unified Data Management powered by AI/ML Facilitated Seamless Data Sharing, Reducing Risks and Revolutionizing Healthcare Insights for a Fortune 500 Multinational Healthcare Company*

For a Fortune 500 multinational healthcare company, venturing into the data marketplace required mining and sharing data from hundreds of billions of data files. They sought to integrate data for enhanced accessibility, interoperability, and reusability while reinforcing data protection with robust security and compliance protocols. To optimize data storage and increase patient access to diagnostics, the company turned to AI and ML technologies. With the help of Data Dynamics' unified unstructured data management software the healthcare giant addressed their data challenges, transformed data sharing practices, and mitigated potential risks.



## Business Need

### *Unlocking Data Marketplace Potential and Enhancing Data Protection*

- **Data Marketplace Launch:** To tap into the data marketplace, they aimed to mine and share valuable insights from hundreds of billions of data files.
- **Data Integration and Accessibility:** Enabling data integration to ensure data accessibility, interoperability, and reusability across various systems and departments.
- **Robust Security and Compliance:** Strengthening data protection through robust security protocols and stringent compliance measures.
- **Data Optimization:** Optimizing data paths and utilizing different storage tiers to enhance data storage efficiency.
- **Improved Patient Access:** Enhancing patient access to diagnostics through streamlined data sharing practices.



## Challenges Faced

### *Managing Skyrocketing Data Growth and Secure Data Sharing*

- **Soaring IT Service Requirements:** The demand for IT services doubled every two years, placing significant strain on their resources.
- **Escalating Storage Capacity:** The company faced the daunting task of scaling storage capacity every 3 years with 15PB / year growth.
- **Secured and Compliant Data Sharing:** Enabling secure and compliant unstructured data sharing was a complex and critical requirement.
- **Data Lifecycle Management:** Managing data with a retention period of 25 years necessitated robust data lifecycle management.
- **Shared Data Library Cloud:** Ensuring seamless functionality of their shared data library cloud posed its own set of challenges.
- **Selling and Buying Data:** Facilitating data transactions while maintaining security and compliance added complexity.

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# Solution Offered

## Revolutionizing Data Management with Intelligent Solutions

To overcome these formidable challenges, the healthcare company embraced a cutting-edge solution with a unified unstructured data management software. The software delivered the following capabilities:



### In-Place Data Discovery

Gaining visibility into shared and exported data, enabling metadata analysis for storage efficiency and optimization.



### PHI Data and Sensitive Data Exposure Identification

File Content Analytics aided in identifying PHI data and sensitive information, enhancing privacy risk management.



### Data Classification and Cataloging

Leveraging AI and ML, the software enabled efficient data classification and cataloging for streamlined organization.



### Secured Data Sharing with Blockchain

Implementing Blockchain technology ensured secure and trusted data sharing practices.



### Data Pipelining and Orchestration Enabled APIs

Employing data pipelining and orchestration enabled seamless data movement and integration.



### Policy Driven Data Placement

Data placement was driven by well-defined policies to ensure optimal data storage utilization.



# Business Impact

## Transformed Data Sharing and Enhanced Decision-Making

- **Data Marketplace Success:** The company successfully ventured into the data marketplace, unlocking valuable insights from their vast data repository.
- **Reduced Data Storage Waste:** With newfound visibility, data storage waste was significantly reduced.
- **Actionable Intelligence:** The software provided actionable intelligence for processing and managing hundreds of billions of data files.
- **Inefficiency and Risk Exposure:** Data reduction from primary storage was achieved by an average of 50%, and access risk was mitigated by 80%.
- **Enhanced Data Security and Patient Access:** Automatic access control, policy-driven file re-permissioning, and file security management ensured secured access to patient diagnostics.



# Conclusion

Through the strategic implementation of Data Dynamics' unified data management software and AI and ML technologies, the multinational healthcare company experienced a transformative shift in their data sharing practices. By unlocking data marketplace potential and enhancing data protection, the company is now better equipped to drive data-driven decision-making, improve patient access to diagnostics, and stay ahead in a rapidly evolving healthcare landscape.

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

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