



Self-Service Data Management with Cloud Integrated Risk Controls

The complexity of hybrid cloud environments creates a significant challenge for organizations. Data security and compliance become paramount concerns, as sensitive information resides across various locations – home shares, SMB shares, and operational data repositories. Traditional methods and point solutions often struggle to manage data consistently across these diverse environments, leading to potential security vulnerabilities and compliance roadblocks.

This fragmented approach to data security leads to several critical issues:

- **Inconsistent Data Classification:** Without a centralized system, data classification practices may vary across different cloud environments, creating inconsistencies and increasing the risk of misclassified sensitive data.
- **Limited Visibility into Sensitive Data:** Siloed systems make it difficult to identify all sensitive data residing across various cloud storage locations.
- **Inefficient Data Management:** Manual processes for data classification and label enforcement are time-consuming and prone to human error.

In the face of growing hybrid cloud adoption and the need for robust data security, how can organizations streamline data security and compliance across diverse cloud environments?

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 Cloud Integrated Risk Controls empower organizations to streamline data security and compliance across hybrid cloud environments. This feature leverages integration with Microsoft Information Protection (MIP) and Azure Information Protection (AIP) to identify, manage, and enforce sensitivity labels on data located in home shares, SMB, NFS, and S3 buckets.

- **Efficiently identify sensitive data:** Scan unstructured data across diverse repositories to locate sensitive information.
- **Manage sensitivity labels:** Centrally manage and enforce sensitivity labels for consistent data classification and protection.
- **Enforce data security and compliance:** Ensure adherence to data governance and regulatory mandates across hybrid cloud deployments.



61% of organizations struggle to maintain consistent data security policies across hybrid cloud environments (*Cloud Security Alliance*).

Key Functionalities

Integration with Microsoft Information Protection (MIP) and Azure Information Protection (AIP)

Zubin seamlessly integrates with existing MIP and AIP infrastructure, leveraging established sensitivity labels and classification policies.

Comprehensive Data Scanning

Scans files across various data repositories, including home shares, SMB shares, and other operational data stores, to identify the presence of sensitivity labels.

Labeling Metrics and Reporting

Zubin provides valuable insights into data security posture through:

- **Label Adoption Metrics:** Tracks the number of files with and without applied sensitivity labels, highlighting areas for improvement.
- **Detailed Reports:** Generates comprehensive reports on scan results, facilitating informed decision-making regarding sensitivity label application prior to data migration.

Automated Label Assignment

Automates the assignment of appropriate sensitivity labels to identified files, ensuring consistent and accurate data classification without manual intervention.

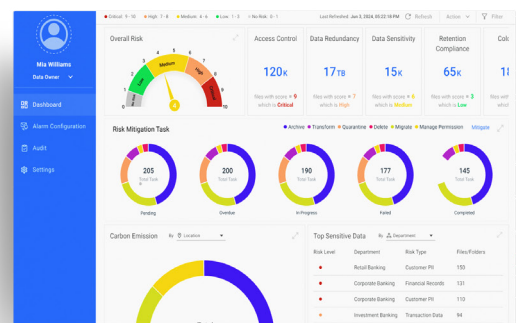
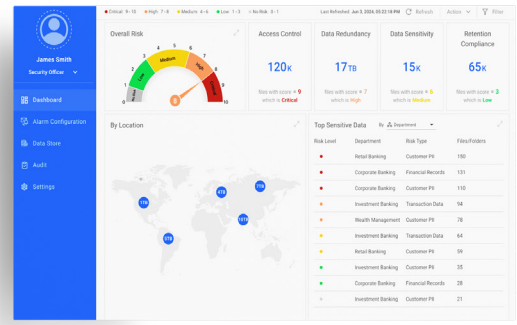
Data Protection Compliance

Supports adherence to data protection regulations (e.g., GDPR, CCPA) by enabling classification and protection of data based on its sensitivity, minimizing the risk of data breaches and regulatory violations.

Analytics and Reporting

Generates detailed analytics reports that:

- **Identify Labeled/Unlabeled Data:** Categorize files based on the presence or absence of sensitivity labels.
- **Specify Assigned Labels:** Provide a clear view of the specific sensitivity label assigned to each file.
- **Offer Comprehensive View:** Present a holistic picture of the organization's data protection status.



API Integration

Provides an API for programmatic access to sensitivity label assignment functionalities. This allows organizations to:

- **Automate Label Application:** Integrate label assignment into existing workflows for streamlined data protection practices.
- **Customize Label Applications:** Tailor sensitivity label application processes to address specific organizational needs.

[Click here for a demo](#)

Benefits

- **Reduce Breach Risk:** *Industry research by IBM reveals proper data classification can slash the risk of a data breach by up to 70% (2023).* Zubin automates sensitivity label assignment, ensuring consistent and accurate data classification across your cloud environments. This minimizes the risk of misclassified sensitive data, a leading cause of breaches.
- **Effortlessly Navigate Compliance:** *A 2022 Gartner report highlights a 30% reduction in compliance workload for organizations leveraging automated data classification.* Zubin simplifies adherence to data protection regulations like GDPR and CCPA by enabling classification and protection based on data sensitivity, freeing your team from tedious tasks and minimizes the risk of regulatory violations.
- **Boost Security Team Productivity:** *A 2023 study reveals a 20% increase in security team productivity for organizations with automated data security processes.* Zubin automates sensitivity label assignment, reducing manual workload for security administrators. This empowers your team to focus on more strategic initiatives like threat hunting and proactive security measures.
- **Make Data-Driven Security Decisions:** *IDC's 2022 research indicates a 15% improvement in threat detection and response for organizations leveraging data security analytics.* Zubin provides valuable insights into your data security posture through comprehensive labeling metrics and reports to make informed decisions regarding data protection and identify areas for improvement.
- **Maintain Security During Data Migration:** *Accenture's 2023 report highlights a 20% increase in detecting and resolving security incidents for organizations with automated data transfer processes.* Zubin facilitates informed decisions about labeling data prior to migration, minimizing the risk of vulnerabilities during data movement.



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

[Click here for a demo](#)

For more information, visit us at www.datadynamicsinc.com or reach out to our team at solutions@datdyn.com

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