

Self-Service Data Management with Content Analytics

The exponential growth of data presents a significant challenge for organizations. While valuable insights reside within this data, managing and securing it effectively can be a complex task. A critical aspect of data management is identifying and protecting sensitive information, including Personally Identifiable Information (PII), financial data, and intellectual property. Traditional methods and point solutions for content analysis often require manual effort and lack the accuracy and scalability needed in today's data-driven environment.

This lack of visibility creates several critical issues:

- **Hidden Sensitive Data:** Unaware of where sensitive data resides, organizations struggle to implement proper security controls and risk exposing it to unauthorized access.
- **Compliance Challenges:** Without a comprehensive understanding of PII and other regulated data, organizations face difficulty meeting compliance requirements like GDPR and CCPA.
- **Inefficient Data Management:** Manual processes for sensitive data discovery and classification are time-consuming and prone to errors, hindering data governance efforts.

The question remains: How can organizations effectively navigate the data complexity, transforming it from a vulnerability into a secure stronghold, where business-critical data is protected, user access is controlled, and compliance is effortless?

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 Content Analytics offers a powerful solution for data privacy protection. It leverages a blend of Artificial Intelligence (AI) / Machine Learning (ML) and Natural Language Processing (NLP) to provide comprehensive content analysis for business-sensitive and Personally Identifiable Information (PII) data. By discovering, classifying and remediating sensitive information, we enable enterprises to make informed decision-making around data security, compliance, and overall data management.



Organizations with limited data discovery and classification capabilities were 3X less likely to identify and address data security threats before a breach occurs
(PwC)

Key Functionalities

Automated Data Discovery

Zubin automatically scans diverse data sources, including files, databases, emails, and cloud storage repositories, to identify and locate relevant data.

Business-Sensitive Data Detection

Zubin utilizes advanced algorithms to detect data containing business-sensitive information critical to your organization, such as financial data, intellectual property, and more.

PII/PCI/PHI Identification

Zubin employs NLP techniques to identify and classify data containing PII (e.g., names, social security numbers), PCI (credit card, SWIFT, IBAN ETC details) according to regulatory requirements (GDPR, CCPA, etc.) and PHI (e.g., medical history, demographics, health insurance information).

Data Classification Automation

Based on content analysis, Zubin automatically classifies data according to predefined categories or user-defined taxonomies. This facilitates consistent data organization and simplifies data management tasks.

Risk Exposure Insights

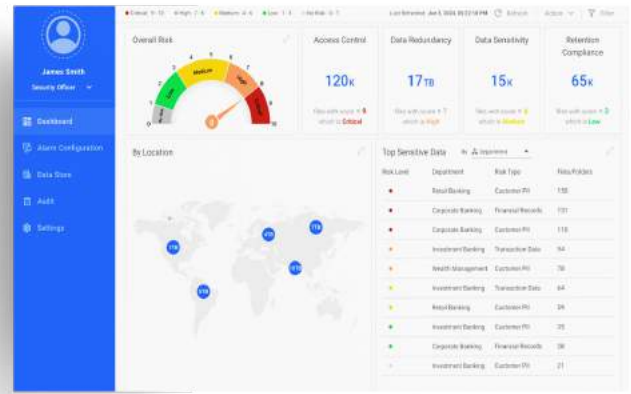
Zubin generates actionable insights using multi-level logical expressions and operators and risk exposure identification through descriptive and diagnostic analytics.

Data Containment and Isolation

Zubin quarantines high-risk sensitive data in secure storage, such as file shares on storage resources or object storage buckets, enhancing data security.

Statistical Sampling

Using advanced sampling methodologies, Zubin selects representative subsets for metadata and content analysis with executive, team, and user-level insight and reporting.



[Click here for a demo](#)

Benefits

- **Slash Data Breach Cost:** *The average cost of a data breach soared 15% in just 3 years, reaching USD 4.45 million in 2023 (IBM).* Zubin significantly reduces this risk by pinpointing your sensitive data and guiding remediation, saving you millions and protecting your reputation.
 - **Effortless Compliance, More Time for Business:** *Gartner reports a 30% reduction in compliance workload for organizations leveraging automated data classification.* Zubin simplifies adherence to regulations like GDPR and CCPA by automatically classifying your data, freeing your team to focus on core business activities.
 - **Data-Driven Decisions, Unleashing Growth:** *Strong data governance translates to a 14% improvement in business decision-making (McKinsey).* Zubin empowers you with actionable insights into your data, enabling you to make informed choices about storage, access control, and overall data management strategies, ultimately driving growth.
- **Boost Productivity with Ease:** *IDC research shows a 19% increase in user productivity for organizations utilizing data discovery tools for access control.* Zubin simplifies data discovery and classification, allowing your data owners to quickly locate sensitive information and make secure, informed decisions, boosting overall team efficiency.
 - **Cultivate a Security-Conscious Culture:** *Organizations with comprehensive data security programs see a 20% increase in employee awareness of best practices (Accenture).* Zubin fosters a culture of data security by making sensitive data readily identifiable, empowering your workforce to handle information responsibly.



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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