



Self-Service Data Management with Data Containment and Isolation

A crucial aspect of data management is ensuring the security of sensitive information – personally identifiable data (PII), financial records, intellectual property – that could have devastating consequences if compromised. Traditional data security measures and point solutions struggle to fully protect this critical data.

This lack of robust security can lead to several critical issues:

- **Exposure of Sensitive Data:** Accidental leaks or unauthorized access can expose sensitive data, leading to reputational damage and financial loss.
- **Delayed Incident Response:** Identifying and isolating compromised data after a breach can be time-consuming, hindering effective response measures.
- **Compliance Challenges:** Regulations often mandate the isolation of specific data types, and failing to comply can result in hefty fines.

In an era of targeted cyberattacks and strict data privacy regulations, how can organizations effectively safeguard their most sensitive data by minimizing its exposure and streamlining incident response?

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 Data Containment and Isolation safeguards sensitive data by quarantining high-risk information in secure storage such as file shares on storage resources or object storage buckets. This feature enhances data security by minimizing the potential for unauthorized access, accidental exposure, or malicious manipulation.



The global cost of a data breach has reached USD 4.45 million, with breaches involving PII costing companies an additional 4.2% on average (IBM)

Key Functionalities

Risk-Based Data Identification

Zubin leverages insights from Zubin's Risk Exposure Insights and other features to identify data classified as high-risk or highly sensitive. This data may include:

- **Personally Identifiable Information (PII):** Social security numbers, credit card details, etc.
- **Protected Health Information (PHI):** Medical records, health insurance information, etc.
- **Financial Data:** Bank account information, trade secrets, intellectual property.
- **Business Sensitive Data:** Data like passwords, IP, etc potentially violating internal policies or external regulations.

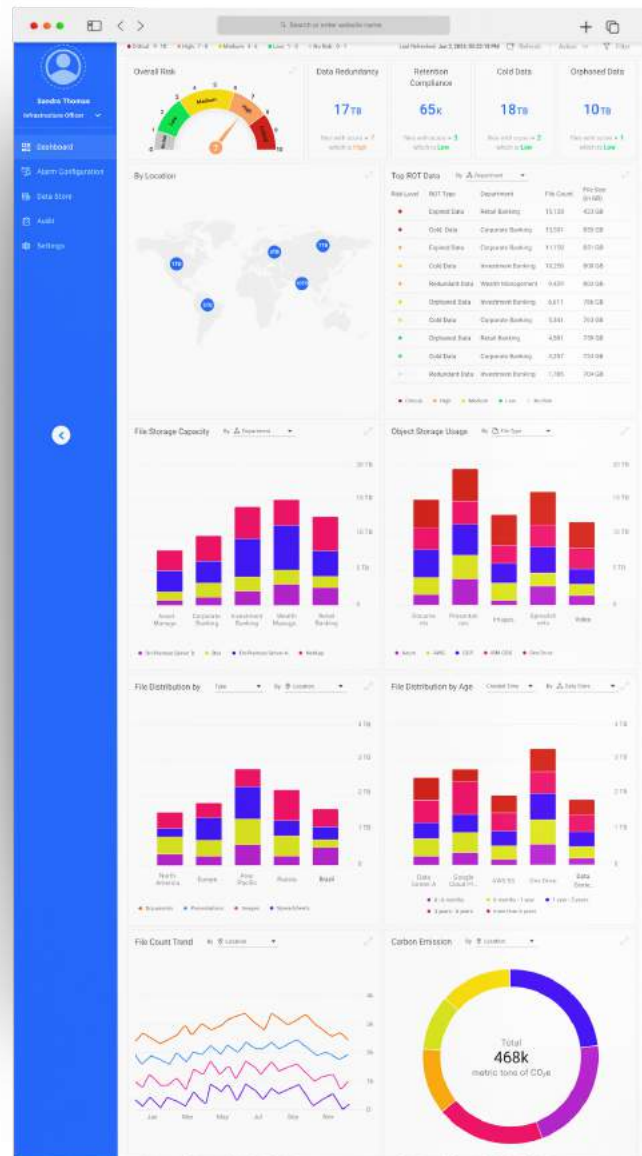
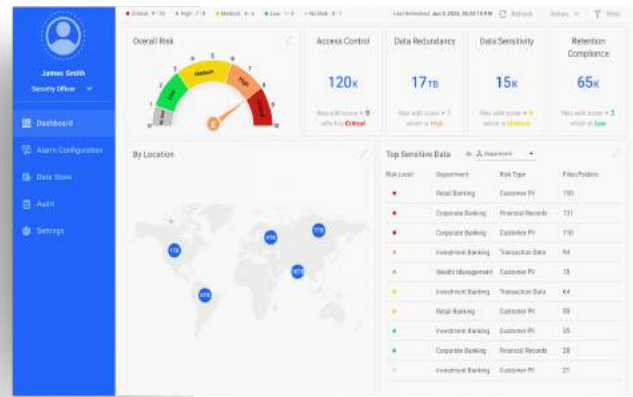
Automated Data Movement

Zubin automates the process of moving identified high-risk data to secure storage locations. This may include:

- **File Shares on Storage Resources:** Dedicated network file shares on secure storage platforms.
- **Object Storage Buckets:** Secure object storage buckets within cloud environments.

Data Monitoring and Alerting

Zubin continuously monitors quarantined data for suspicious activity and generates alerts in case of unauthorized access attempts or anomalies.



[Click here for a demo](#)

Benefits

- **Minimize the Impact of Breaches:** *Compromised data breaches involving PII cost organizations an average of 4.2% more than breaches without PII (IBM).* Zubin quarantines and re-permissions sensitive data, minimizing the attack surface and potentially curbing the financial blow of a breach.
- **Faster Response, Less Damage:** *Organizations containing compromised data can isolate it within 24 hours on average, compared to 7 days for those without such capabilities (Ponemon Institute).* Zubin helps minimize the window of vulnerability and potential damage.
- **Effortless Regulatory Compliance:** *Organizations with automated data isolation solutions for sensitive data types saw a 15% reduction in compliance-related fines (Conference Board).* Zubin helps ensure compliance by securing data subject to these regulations.
- **Reduce Accidental Data Loss Risk:** *Organizations leveraging data isolation for sensitive data experienced a 17% decrease in accidental data deletion incidents (IDC).* Zubin minimizes the risk of losing critical information by quarantining sensitive data in secure locations.
- **Simplify Investigations and Legal Processes:** *Isolating compromised data can significantly streamline forensic investigations (Verizon Insider Threat Report).* Zubin helps expedite legal proceedings and minimize disruption to your organization.



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

[Click here for a demo](#)