Self-Service Data Management with Data Migration

Modern organizations rely on data residing in a complex web of on-premises and cloud storage systems. Managing the movement of this data – from migration and replication to transformation and archiving – can be a cumbersome and error-prone process. Traditional methods and point solutions often lack automation and struggle to handle the intricacies of hybrid cloud environments causing challenges like:

- **Manual Processes:** Time-consuming and error-prone manual data movement tasks can slow down critical projects.

- **Limited Automation:** Lack of automation capabilities can hinder efficiency and scalability in complex hybrid environments.

- **Data Security Risks:** Manual data transfers increase the risk of data breaches and unauthorized access.

- **Storage Inefficiency:** Data sprawl across various platforms can lead to underutilized storage resources and increased costs.

In the era of hybrid cloud, how can organizations automate data migrations across diverse platforms, optimize storage utilization, and ensure robust data security during data movement?

83% of data migration projects either fail or exceed their budgets and schedules *(Oracle)*.

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 Migration empowers organizations with a comprehensive and automated solution for data movement across diverse storage platforms. This feature leverages policy-driven automation to streamline data migration, replication, transformation & synchronization (sync), and archiving tasks. Zubin supports both on-premises and cloud-based environments, including:

- **Cloud Providers:** SMB, NFS, AWS S3 and OneDrive
- **Data Transfer Methods:** File to File, File to Object, Object to Object

Key Functionalities

Workload Placement

- **Data Identification, Classification, and Location Mapping:** Zubin accurately identifies data based on content analysis and existing metadata. It then classifies the data based on predefined categories (e.g., PII, financial data) and maps its physical and virtual locations across storage systems. This includes transaction files, pinpointing their current location and intended archival destination.

- **Custom Metadata Tags and Archive Policies:** Zubin allows you to define custom metadata tags to further categorize data and identify files suitable for cost-effective object storage migration. Flexible archive policies can be configured to automate data movement based on specific criteria (e.g., data age, access frequency).

- **Intelligent Tiering and Placement:** Zubin utilizes intelligent algorithms to dynamically allocate resources and data storage based on usage patterns and performance requirements. This involves:

  - **Data Tiering:** Automatically migrating less frequently accessed data to lower-cost storage tiers (e.g., object storage) while keeping frequently used data on high-performance storage for optimal access speeds.

  - **Workload Optimization:** Placing workloads (applications and associated data) on optimal compute resources based on resource requirements and usage patterns, improving overall system efficiency.

Policy-Driven Migration

Zubin allows you to define data migration policies that govern:

- **Source and Destination Systems:** Specify the origin and target locations for data movement (e.g., on-premises file server to cloud storage).

- **Data Selection Criteria:** Define filters to select specific data subsets for migration based on file types, timestamps, or other metadata attributes.

- **Transformation Rules:** Configure rules for data transformation during migration (e.g., file format conversion, data encryption).

Migration Methods

Zubin supports various data migration methods to address different use cases:

- **Data Migration:** One-time transfer of data from a source to a destination system.

- **Data Replication:** Continuous or scheduled copying of data from source to destination, ensuring data consistency across locations.

- **Transform & Sync:** Combines data transformation (e.g., format conversion) with synchronization to keep data consistent between source and destination.

- **Data Archiving:** Migrates data to a long-term storage solution (e.g., object storage) for archival purposes. (Integrates with Zubin's Data Archival feature)

Heterogeneous Platform Support and Scale

Zubin seamlessly migrates data between various on-premises and cloud storage platforms, and manages high volume of policies and data files, serving data science, cloud, and governance teams for secure and reliable data management.

Data Security and Integrity

Employs robust security measures throughout the migration process, including:

- **Risk Controls:** Integrated with Microsoft Information Protection and Azure Information Protection.

- **Data Validation:** Data integrity is verified before, during, and after migration to prevent errors.

Automated Incremental Data Transfer and Cutover Process

Zubin streamlines the migration process by facilitating automated and incremental cutover. This involves:

- **Incremental Data Transfer:** Zubin can perform data migration in stages, allowing users to migrate specific data subsets or applications incrementally with no disruption to ongoing operations. This can be particularly beneficial for large and complex migrations.

- **Automated cutover:** Zubin simplifies system transitions with automated cutover, eliminating manual intervention and ensuring a smooth migration experience. This approach minimizes downtime and streamlines the process, allowing you to focus on core business activities.

Stubless/Always Direct Native Access

Zubin prioritizes direct native access to your data. This means there are no intervening gateways, file virtualization layers, proprietary namespaces, or stubs that could introduce latency or impede data visibility. Applications can interact with data directly on its designated storage platform, ensuring efficient performance and seamless data management.

Benefits

- **Reduce Costs with Intelligent Data Storage:** *Organizations employing data tiering for storage optimization achieved a 30% reduction in storage costs (IDC).* Zubin leverages intelligent algorithms to automatically migrate less frequently accessed data to lower-cost storage tiers (object storage), optimizing storage utilization and potentially reducing costs.

- **Boost Efficiency with Automation:** *Automated data migration processes lead to 25% reduction in project completion times.* Zubin automates data movement tasks across platforms, streamlining data lifecycle management and reducing manual effort. This translates to improved efficiency and faster project completion.

- **Minimize Downtime with Streamlined Cutover:** *Organizations leveraging automated data cutover processes experience a 20% decrease in downtime during system migrations (Gartner).* Zubin facilitates automated and incremental data transfer and cutover processes, minimizing downtime and streamlining migration.

- **Enhance Data Security with Every Move:** *Automated data transfer processes results in 20% increase in the rate of detecting and resolving data security incidents (Accenture).* Zubin prioritizes data security with integrated risk management and data sensitivity analysis, ensuring secure data transfer across networks.

- **Empower Users, Streamline Workflows:** *Companies self-service data management tools saw a 17% increase in user productivity for tasks like data access (Forrester).* Zubin's self-service interface empowers users to manage data efficiently, reducing time spent searching for information.

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

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