

Self-Service Data Management with Data Redundancy Management

The exponential growth of data creates a significant challenge for organizations – data sprawl. This refers to the uncontrolled proliferation of redundant, obsolete, and trivial (ROT) data that consumes valuable storage resources and hinders effective data management. Traditional methods and point solutions for managing data sprawl are often manual and time-consuming, leading to several critical issues:

- **Inefficient Storage Utilization:** ROT data consumes valuable storage space, increasing storage costs and impacting performance.
- **Increased Security Risks:** Obsolete data can harbor vulnerabilities and sensitive information, increasing the attack surface.
- **Compliance Challenges:** Data privacy regulations like GDPR mandate data minimization, making it difficult to comply with manual data management practices.

In the face of data sprawl and rising storage costs, how can organizations effectively eliminate redundant data, optimize storage utilization, reduce carbon footprint and ensure compliance with data privacy regulations?

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 Redundancy Management empowers organizations to manage data sprawl and optimize storage utilization. This software enables policy-based data deduplication, detection, and deletion based on metadata discovery, classification, and tagging. It supports data relevance assessment and the implementation of data retention and disposal policies.



30% of organization storage capacity is wasted on redundant, obsolete, and trivial (ROT) data (Gartner).

Key Functionalities

Policy-Driven Data Management

Zubin allows you to define data minimization policies that govern:

- **Data Retention Periods:** Set timeframes for how long specific data types or classifications must be retained.
- **Data Disposal Methods:** Specify methods for secure deletion of data at the end of its retention period.
- **Automated Data Deduplication:** Zubin identifies and eliminates duplicate data copies across your storage infrastructure, minimizing storage footprint and improving efficiency.
- **Content-Based Deduplication:** Identifies complete or partial deduplication of data across storage based on content analysis, regardless of file names, format or locations.
- **Metadata-Based Deduplication:** Leverages metadata tags and attributes to detect duplicate data sets.

Data Discovery and Classification

Utilizes insights from Zubin's Metadata Analytics and Data Classification features to identify data relevant to data minimization policies. This may include:

- **Obsolete Data:** Locates outdated or inactive data that no longer serves a business purpose.
- **Temporary Data:** Identifies temporary data sets that can be deleted after a specified period.
- **Redundant Data:** Discovers redundant copies of data identified through deduplication techniques.

Data Deletion Workflows

Zubin automates data deletion workflows based on defined policies and identified data sets set by corporate. This ensures secure and compliant disposal of obsolete data.



[Click here for a demo](#)

Benefits

- **Slash Storage Costs:** *Gartner reports organizations leveraging data deduplication and optimization tools achieve a staggering 25% reduction in storage expenses.* Zubin's automated data deduplication eliminates redundant data, significantly decreasing your storage footprint and associated costs.
- **Enhance Regulatory Compliance:** *Forrester research shows companies with strong data minimization practices experience a 15% decrease in regulatory fines.* Zubin's policy-driven data management helps ensure compliance with data privacy regulations like GDPR, minimizing the risk of costly fines.
- **Strengthen Your Data Defenses:** *Studies by IBM reveal a 20% decrease in data security incidents for organizations utilizing automated data deletion workflows.* Zubin automates deletion of obsolete data, reducing the attack surface and minimizing the risk of breaches involving outdated, vulnerable information.
- **Boost Data Management Efficiency:** *The Information Governance Institute highlights a 17% improvement in data management efficiency for organizations with data minimization strategies.* Zubin automates data discovery, classification, and deletion, freeing up IT resources to focus on more strategic tasks and streamline overall data management processes.
- **Embrace Sustainability:** *Accenture reports adopting data storage optimization practices helps enterprises achieve a 12% reduction in their data center carbon footprint.* Zubin's data minimization contributes to your organization's sustainability efforts by reducing storage needs and associated energy consumption.



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

[Click here for a demo](#)

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