



# Self-Service Data Management with Metadata Analytics

In this AI world, organizations are drowning in information. But here's the paradox: while data holds the key to unlocking valuable insights, driving innovation, and optimizing operations, many businesses struggle to manage it effectively. The sheer volume and complexity of data can create a labyrinth, where valuable information gets lost and crucial insights remain hidden.

- **Data Silos and Inconsistency:** Information resides in fragmented storage locations, hindering collaboration and making it difficult to locate relevant data.
- **Hidden Data Risks:** Unaware of sensitive data residing within your systems, you become vulnerable to security breaches and compliance violations.
- **Inefficient Data Management:** Without a clear understanding of data usage patterns, organizations struggle to optimize storage and implement effective data governance strategies.

**In the face of growing data complexity and the need for data-driven decision-making, how can organizations gain comprehensive data visibility, optimize data management, and unlock the true value of their information assets?**

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 Metadata Analytics empowers organizations to overcome these challenges and emerge from the data labyrinth. By providing comprehensive data visibility and actionable insights, it offers a clear map of your information assets and usage patterns, supporting data relevance assessment, retention, and disposal policies.



Organizations struggling with data visibility waste an average of 30% of their storage capacity on redundant, obsolete, and trivial (ROT) data (*Gartner*).

# Key Functionalities

## Automated Metadata Discovery

Zubin automatically crawls and discovers metadata across diverse data sources, including file systems, cloud storage platforms, and applications.

## Data Usage Analysis

The system meticulously maps data usage, providing a clear understanding of how data flows throughout the organization, identifying its age, usage, ownership, transformation steps, and destination.

## Usage Pattern Analysis

Zubin analyzes data access patterns, uncovering frequently used datasets, dormant data, and potential inconsistencies. This allows for targeted data management strategies.

## Data Relevance Assessment

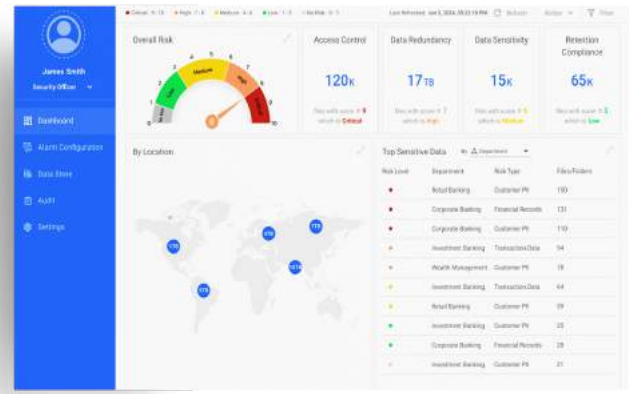
Through intelligent analysis of metadata and content, Zubin assesses the relevance of data based on predefined criteria or user-defined parameters. This helps identify outdated or redundant data for potential archiving or disposal.

## Retention & Disposal Policy Automation

Zubin supports the creation and implementation of automated retention and disposal policies based on data relevance scores and regulatory compliance requirements.

## 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

- **3X Stronger Security, Proactive Protection:** *Studies by PwC reveal organizations with comprehensive data discovery and classification capabilities were 3 times more likely to identify and address data security threats proactively, preventing costly breaches.* Zubin's comprehensive data discovery and classification empower you to identify and protect sensitive data before it's too late.
- **30% Better Decisions, Data-Driven Success:** *IGI research indicates organizations utilizing metadata analytics for data usage analysis witnessed a 30% improvement in data-driven decision-making.* Zubin fosters a collaborative environment where users can find the data they need quickly and efficiently, breaking down silos and accelerating innovation.
- **22% Collaboration Boost, Knowledge Unleashed:** *Forrester reports a significant 22% increase in collaboration and knowledge sharing among data users in companies with strong data lineage capabilities (enabled by metadata analysis).* Zubin fosters a collaborative environment where users can find the data they need quickly and efficiently, breaking down silos and accelerating innovation.
- **16% Profitability Jump, Competitive Edge Secured:** *McKinsey highlights a staggering 16% increase in profitability for companies leveraging data analytics effectively.* By unlocking the hidden value within your data, Zubin positions you for success in today's data-driven economy, giving you a clear competitive advantage.
- **20% Savings, Streamlined Operations:** *Industry benchmarks show a dramatic 20% reduction in data storage expenses for organizations leveraging metadata analytics for data classification and optimization.* Zubin helps you not only save money but also frees up valuable time for your team to focus on higher-value activities.



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

[Click here for a demo](#)

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