Self-Service Data Management with Real-time Notifications and Reporting

Managing an organization's data effectively requires constant vigilance. Traditional data management and point solutions often lack real-time visibility and robust reporting capabilities, leaving organizations with blind spots in data activity.

This lack of real-time data awareness creates several challenges:

- **Delayed Response to Security Threats:** Critical security incidents may go unnoticed until it's too late, leading to data breaches and reputational damage.

- **Reactive Compliance Efforts:** Reliance on outdated reports hinders proactive compliance practices and increases the risk of regulatory violations.

- **Limited Visibility into Data Usage:** Organizations lack insights into how data is being used, making it difficult to identify potential risks or optimize data governance strategies.

In today's dynamic data landscape, how can organizations gain real-time visibility into data activity, ensure timely threat detection and response, and make data-driven decisions with confidence?

This is where Zubin steps in.

The average time to identify a data breach is a staggering 279 days *(IBM)*.

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 Real-time Notifications and Reporting empowers organizations with a comprehensive solution for monitoring data activity, generating insightful reports, and delivering critical information to stakeholders at all levels. This feature provides a real-time view of data usage, access attempts, security events, and other data-related activities.

Key Functionalities

Granular Notification and Reporting Levels

Zubin offers a multi-tiered approach to notifications and reporting, ensuring relevant information reaches the appropriate audience:

- **Executive Level:** Provides high-level summaries of data activity, security trends, and compliance posture.

- **Business Unit (BU) Level:** Delivers insights relevant to specific business units, including data usage patterns within the unit and potential compliance risks.

- **Line of Business (LOB) Level:** Offers detailed reports on data activity within specific lines of business, enabling focused monitoring and decision-making.

- **Aggregated Team Level:** Provides consolidated reports for teams or departments, facilitating collaboration and promoting data governance within teams.

- **Data Owner Level:** Delivers real-time notifications and reports directly to data owners, keeping them informed about access attempts, modifications, and other activity related to their data assets.

Alerting and Notification Engine

Zubin triggers real-time notifications based on predefined rules and event severity. Notifications can be delivered through various channels, including:

- Email

- In-app notifications

- Dashboard updates

Customizable Reporting Dashboards

Zubin provides customizable dashboards that allow users to visualize data activity trends, identify potential issues, and track key performance indicators (KPIs) related to data security and compliance. Users can filter and drill down into reports for deeper analysis.

Scheduled Reports

Zubin allows users to schedule automated reports for periodic delivery, ensuring consistent communication and awareness of data activity.

Cascade Plans

Zubin facilitates the creation of cascading notification plans. When a critical event occurs, notifications are sent to relevant stakeholders in a pre-defined order, ensuring timely escalation and response.

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Benefits

- **Swift Threat Response, Minimized Damage:** *Organizations with real-time security monitoring capabilities experience a dramatic 40% reduction in data breach containment time (Ponemon Institute 2023).* Zubin's real-time monitoring and alerting empower you to identify and respond to security threats swiftly, minimizing potential damage and safeguarding your valuable data.

- **Effortless Compliance Demonstrations:** *Gartner's 2022 report highlights a 30% reduction in compliance audit time for organizations leveraging automated data governance tools.* Zubin simplifies compliance demonstrations by providing comprehensive reports that showcase your robust data governance practices and adherence to regulations. This frees up valuable resources and fosters confidence in your data security posture.

- **Data-Driven Decisions, Optimized Utilization:** *Forrester's 2023 study indicates a 20% improvement in data-driven decision-making for organizations with data usage insights.* Zubin provides in-depth insights into data usage patterns, user behavior, and potential data risks. This empowers you to make informed decisions about data management strategies, optimize data utilization across your organization, and unlock its full potential for strategic advantage.

- **Empowered Data Stewards, Enhanced Security:** *IDC's 2022 report found that well-defined data ownership models lead to a 15% increase in user accountability for data security.* Zubin fosters a culture of data responsibility by enabling data owners to stay informed and take necessary actions to maintain data integrity and security. This collaborative and accountable approach minimizes data risks and strengthens your overall security posture.

- **Unified Approach, Streamlined Collaboration:** *A 2023 Forrester report highlights a 15% increase in collaboration between IT and business teams within organizations with successful data governance programs.* Zubin facilitates seamless communication and collaboration between stakeholders regarding data governance and security. This unified approach ensures everyone is on the same page, leading to more efficient data management practices and a more secure data environment.

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

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