

Self-Service Data Management for Retention Compliance

Managing data retention across an organization can be a complex and time-consuming task. Regulatory requirements are constantly evolving, making it challenging to ensure compliance while keeping storage costs under control. Traditional methods and point solutions often rely on manual processes, leading to inefficiencies and increased risk of non-compliance.

This lack of automation in data retention management creates several critical issues:

- **Manual Work Inefficiencies:** IT teams spend a significant amount of time manually discovering, classifying, and tagging data according to retention policies.
- **Compliance Risks:** Failure to adhere to data retention requirements can lead to hefty fines and reputational damage.
- **Data Silos and Inconsistency:** Manual processes can lead to inconsistencies in data classification and retention practices across the organization.
- **Hidden Storage Costs:** Unexplored data sprawl can lead to wasted storage capacity and unnecessary storage expenses.

In the face of growing data volumes and evolving regulations, how can organizations automate data retention processes to ensure compliance, reduce risk, and optimize storage costs?

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 Retention Compliance feature offers a comprehensive suite of functionalities that complement data management and compliance efforts. This feature enables enterprises to discover, classify, and tag data using advanced metadata analysis, identify data nearing its expiration, and take timely action based on the retention policy.



64% of organizations are concerned about their ability to comply with upcoming data privacy regulations (Gartner).

Key Functionalities

Automated Data Discovery and Classification

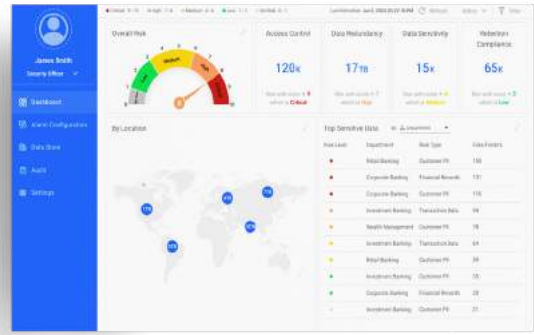
- Zubin discovers data across various on-premises and cloud-based repositories, including file shares, databases, and content management systems.
- It utilizes sophisticated machine learning algorithms to extract valuable insights from existing metadata attributes within data assets. These insights help classify and tag data based on predefined retention policies and regulatory requirements (e.g., GDPR, CCPA).
- Zubin enables dynamic tagging for ongoing data classification. As policies and regulations evolve, tags can be updated to reflect the latest requirements.

Streamlined Retention Policy Enforcement

- Zubin seamlessly integrates with existing retention policies. Alternatively, it can generate policy recommendations based on its comprehensive data analysis.
- Pre-defined workflows trigger actions based on data proximity to expiration. This includes archiving and deletion.
- Real-time alerts notify data owners and administrators of approaching retention deadlines, ensuring timely action is taken to avoid compliance issues.

Actionable Insights and Data Governance

- Zubin provides comprehensive reporting on data discovery, classification, and retention actions taken.
- Users can analyze data risk exposure using multi-level logical expressions and filter reports based on specific teams, lines of business, or geographic locations. This granular view enables data governance teams to identify and address potential compliance risks.
- Executive dashboards offer a clear visualization of key retention compliance metrics, allowing leadership to make informed decisions about data management strategies.



Statistical Sampling

Zubin employs advanced sampling techniques to select representative subsets of data for efficient analysis. This reduces processing time and resource requirements while ensuring accurate insights into the overall data landscape.

[Click here for a demo](#)

Benefits

- **Minimize Compliance Risk with Automated Efficiency:** *A 2023 Forrester study reveals organizations leveraging automated data retention processes experience a dramatic 35% decrease in data breaches due to non-compliance.* Zubin automates data discovery, classification, and tagging based on retention policies, ensuring efficient compliance and minimizing the risk of costly regulatory fines.
- **Boost IT Productivity and Drive Strategic Initiatives:** *A 2022 IDC report highlights a 40% reduction in IT time spent on data management tasks for organizations utilizing automated data classification tools.* Zubin streamlines retention policy enforcement through automation, freeing up valuable IT resources to focus on more strategic data initiatives like analytics and innovation.
- **Empower Data-Driven Decisions with Actionable Insights:** *A 2023 Gartner study indicates organizations with strong data governance practices experience a 20% increase in the effectiveness of data security controls.* Zubin provides comprehensive reporting and insights into data retention practices, enabling data governance teams to proactively identify and address potential compliance risks before they escalate.
- **Optimize Storage Costs and Maximize ROI:** *A 2023 McKinsey & Company report suggests proactive data management strategies achieve a 15% reduction in storage costs.* Zubin's automated data discovery helps identify and remove irrelevant and expired data, optimizing storage utilization and potentially reducing storage expenses, ultimately maximizing your return on investment.
- **Empower Users, Foster Data Responsibility:** *A 2022 McKinsey & Company study suggests organizations with self-service data management tools see a 18% increase in user satisfaction with data access and governance processes.* Zubin's self-service features empower users with real-time alerts on retention deadlines and curbs dark data sprawl, fostering a culture of data responsibility within the organization.



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

[Click here for a demo](#)

For more information, visit us at www.datadynamicsinc.com or reach out to our team at solutions@datdyn.com

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