*Use Case*

# Policy-Based Transfer of Data Ownership To Avoid 'Orphan' Data

In today's data-driven world, organizations struggle with managing a growing volume of information. Orphaned data - datasets with unclear ownership - creates a significant challenge. This lack of accountability hinders data quality, security, and compliance efforts. Additionally, fragmented data ownership practices impede collaboration and knowledge sharing, limiting the potential value data can deliver.

▶ **This is where Zubin can help.**

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.

This solution brief explores six key use cases that highlight how Zubin addresses critical industry challenges, such as orphan data sprawls and flawes data ownership. By empowering data owners with self-service tools to understand their data, manage access permissions, and collaborate effectively, Zubin takes a comprehensive approach to tackle the root causes of orphan data, unlocking its potential to drive business value and fuel innovation.

# Eliminating Orphan Data and Ensuring Data Accountability

Employee turnover, departmental restructuring, and changes in data ownership responsibilities can lead to "orphan data" - data sets with no designated owner. This creates a lack of accountability for data quality, security, and compliance.

**30%** of organizations struggle with identifying and managing orphan data.

## Data Governance & Accountability with Zubin

Zubin takes the guesswork out of managing data ownership changes. Its Metadata Analytics engine seamlessly integrates with Policy-Based Transfer to automatically identify files assigned to inactive data owners. IT administrators can define clear-cut rules for transferring ownership to active data custodians, using factors like departmental roles, data type, or other relevant criteria. Zubin's policy based data workflows guide new data owners through the ownership transfer process, ensuring a smooth transition and fostering a clear understanding of ownership lines. This empowers new custodians with a sense of responsibility for data quality and security, promoting a data-centric culture within your organization.

*A large bank undergoes a merger, acquiring several smaller institutions. In the data migration process, customer loan data gets scattered across various systems, with ownership becoming unclear. Zubin can automatically identify orphaned loan data and assign ownership to the appropriate loan officers based on customer relationships. This ensures clear accountability for data quality, security, and compliance with financial regulations.*

# Simplifying Data Governance Workflows and Streamlining Compliance

Manual processes for assigning and reassigning data ownership are time-consuming, error-prone, and hinder data governance efforts. Inconsistent data ownership practices can lead to data security vulnerabilities and complicate compliance with data privacy regulations like GDPR and CCPA.

By 2024, **70%** of organizations will experience a data security incident due to ineffective data governance.

## Automation & Compliance with Zubin

Zubin takes the hassle out of managing data ownership with its automated Policy-Based Transfer feature. IT can simply pre-configure ownership transfer rules based on your organization's governance policies. This eliminates the need for manual intervention, guaranteeing consistent data ownership practices across the board and minimizing the risk of human error. Furthermore, Zubin's Data Usage & Traceability functionality provides a centralized record of all ownership changes, making audit trails and compliance reporting a breeze.

*A large insurance company struggles to keep up with manual data ownership assignments for customer policy data as agents come and go. Inconsistent ownership practices make it difficult to track data usage and ensure compliance with data privacy regulations. Zubin can automate data ownership transfers based on pre-defined rules, ensuring clear ownership lines and simplifying compliance audits. Data Usage & Traceability provides a centralized record of ownership changes, allowing the insurance company to demonstrate accountability for customer data privacy.*

**Click here for a demo**

# Fostering Data Stewardship and Empowering Data Owners

Traditional data governance models often leave data owners feeling disengaged and powerless. Without a clear understanding of their data assets, they are less likely to take responsibility for data quality and security.

**73%** of data leaders believe that fostering a data stewardship culture is critical for successful data governance initiatives.

## Data Ownership & Stewardship with Zubin

Zubin goes beyond just finding and securing data. We empower your data owners with a Self-Service User-Friendly Interface and pre-built dashboards. This puts them in the driver's seat, allowing them to see exactly what data they own, how it's being used (data usage patterns), and by whom. Zubin fosters a sense of accountability with Policy-Based Transfer of Data Ownership. Data owners can easily request ownership changes for data that falls outside their core responsibilities, ensuring clear lines of responsibility. Additionally, Zubin integrates seamlessly with Role-Based Access Control (RBAC) down to the Data Owner Layer. This empowers them to manage access permissions directly, guaranteeing their data is used responsibly in accordance with corporate policies.

*A large teaching hospital has a complex research environment with various departments collecting patient data for different studies. This fragmented data landscape makes it challenging for researchers to find relevant data sets for new studies, potentially delaying critical breakthroughs in patient care. Additionally, physicians struggle to access de-identified patient data for personalized medicine approaches. Zubin can empower researchers to see a comprehensive view of available patient data relevant to their research areas. This streamlines the process of identifying and requesting access to data sets, accelerating research progress. Furthermore, Zubin's RBAC enables only authorized physicians to securely access de-identified patient data for targeted treatment plans, potentially leading to improved patient outcomes.*

# Mitigating Data Security Risks and Ensuring Data Confidentiality

Orphaned data with unclear ownership is a major security risk. Without a designated owner, data may go unnoticed and remain unencrypted or poorly secured, increasing the vulnerability to data breaches and unauthorized access.

The average cost of a data breach is **$4.24 million.**

## Data Security & Confidentiality with Zubin

Zubin eliminates the guesswork around data ownership with its automated data ownership transfer feature. This ensures every data asset has a designated owner accountable for its security. Empowered by Zubin's Content Analytics, data owners can easily identify sensitive data within their assigned datasets. For an extra layer of protection, Zubin's Data Containment and Isolation capabilities empower IT to quarantine highly sensitive data in secure storage locations, significantly reducing security risks. Additionally, Zubin's RBAC (Role-Based Access Control) extends down to the data owner level. This granular control allows data owners to define precise access permissions, restricting unauthorized access to sensitive data and guaranteeing data confidentiality.

*A pharmaceutical company develops a new drug and stores sensitive clinical trial data across multiple servers. Employee turnover leads to orphaned data sets, creating a security risk. Zubin can automatically identify orphaned clinical trial data and assigns ownership to the appropriate research team. Data owners can leverage Content Analytics to classify sensitive patient information and utilize Data Containment to isolate this data in a secure storage location. RBAC empowers researchers to define granular access permissions, ensuring only authorized personnel can access confidential clinical trial data.*

**Click here for a demo**

# Optimizing Data Storage Utilization and Minimizing Costs

Orphaned data often remains stored indefinitely, even if it's no longer relevant or valuable to the organization. This unnecessary data consumes valuable storage resources and increases storage costs.

The global data storage market will reach **$341 billion** by 2027.

## Cost Optimization & Storage Management with Zubin

Zubin empowers you to take control of your data with its Policy-Based Transfer of Data Ownership. This innovative feature simplifies the process of identifying and classifying orphaned data, ensuring clear ownership and accountability. Once ownership is established, Retention Compliance features come into play. Zubin helps you determine the appropriate retention period for each data type, ensuring regulatory compliance and efficient data management. Data that has reached its end-of-life doesn't need to vanish into the void. Zubin's Data Archival capabilities seamlessly convert files into a space-efficient format, while still enabling easy retrieval whenever needed. Alternatively, for long-term archival, Zubin can migrate your data to more cost-effective storage tiers like S3 or OneDrive. Finally, for data that no longer complies with regulations or internal policies, Zubin offers secure deletion options. This comprehensive approach not only frees up valuable storage space for critical business data, but also significantly reduces your overall storage expenses.

*A large bank faces mounting storage costs due to vast amounts of old loan application data. A significant portion of this data is orphaned, making it difficult to determine its relevance and retention requirements. Zubin can help identify orphaned loan data. Bank loan officers can then leverage Zubin to classify and assess the data's value. Old, inactive loan applications can be archived in a space-efficient format or migrated to a lower-cost storage tier, freeing up valuable storage space for active customer data.*

# Enhancing Data Collaboration and Knowledge Sharing

Unclear data ownership can hinder collaboration and knowledge sharing. Business users may hesitate to access or utilize data if they are unsure of who owns it and who they should contact for permission. This creates data silos and limits the potential value that data can deliver to the organization.

Breaking down data silos and fostering collaboration can unlock up to **$1 trillion** in annual value for businesses.

## Data Democratization with Zubin

Zubin ensures crystal-clear data ownership with its Policy-Based Transfer of Data Ownership. Self-service dashboards empower business users to effortlessly identify the rightful data owner, streamlining data governance processes. Additionally, Zubin's Data Sharing capabilities allow data owners to securely grant access to authorized users, all within the framework of pre-defined corporate data governance policies. This fosters seamless collaboration and knowledge exchange across departments. But Zubin goes beyond just access control. Data Usage & Traceability provides data owners with valuable insights into how their data is being utilized. This empowers them to track the true value of their data assets and make informed decisions about data sharing practices that promote knowledge sharing and drive innovation.

*A large insurance company struggles with siloed data across departments, hindering collaboration between claims adjusters and fraud investigators. Unclear data ownership makes it difficult for adjusters to know who to contact to access customer policy data for fraud investigations. Zubin can ensure clear data ownership for customer policies. Data owners (adjusters) can leverage Data Sharing to grant temporary access to fraud investigators based on pre-defined workflows. This fosters collaboration and allows investigators to quickly access relevant data to identify and prevent fraudulent claims.*
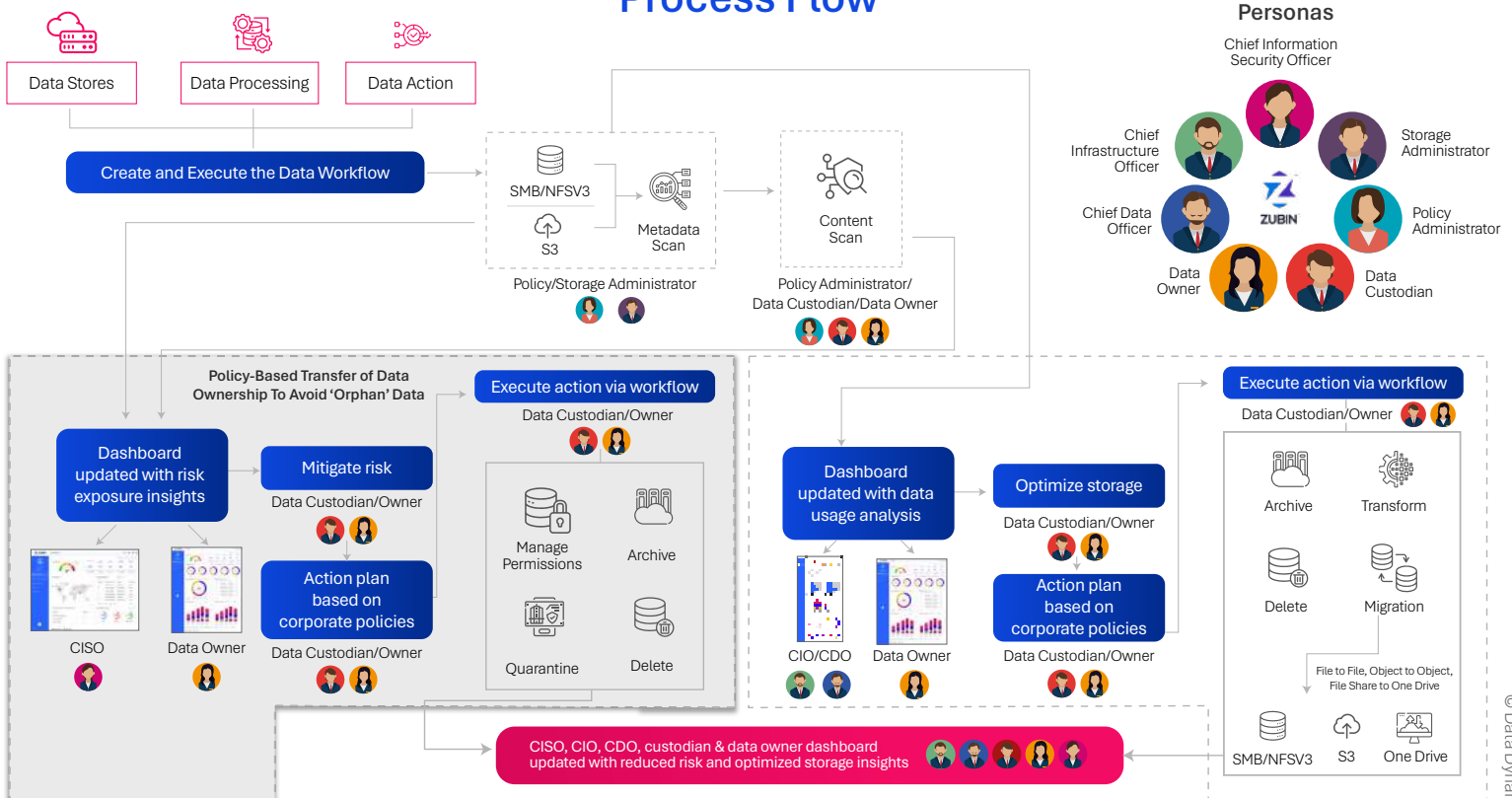
Click here for a demo

# A Closer Look at What Makes Zubin Stand Out

- Enterprise Risk Posture & Infra Usage BI & Reporting
- Data Risk & Usage by Team & Data Ownership
- Personalized Data Policy Creation & Workflow
- Metadata Analytics
- Content Analytics
- Data Classification
- Statistical Sampling
- Data Migration
- Data Minimization
- Data Archival
- Retention Compliance
- Data Transformation
- Data Tiering & Placement
- Cloud Integrated Risk Controls
- Access Control & File Re-permissioning
- Data Sharing
- Risk Exposure Insights
- Data Containment & Isolation
- Real-time Notifications and Reporting

## Process Flow

Data Stores

Data Processing

Data Action

Create and Execute the Data Workflow

SMB/NFSV3

S3

Metadata Scan

Policy/Storage Administrator

Content Scan

Policy Administrator/ Data Custodian/Data Owner

### Personas

Chief Information Security Officer

Chief Infrastructure Officer

Storage Administrator

Chief Data Officer

ZUBIN

Policy Administrator

Data Owner

Data Custodian

Policy-Based Transfer of Data Ownership To Avoid 'Orphan' Data

Execute action via workflow

Data Custodian/Owner

Dashboard updated with risk exposure insights

Mitigate risk

Data Custodian/Owner

Manage Permissions

Archive

Action plan based on corporate policies

Data Custodian/Owner

Quarantine

Delete

CISO

Data Owner

Dashboard updated with data usage analysis

Optimize storage

Data Custodian/Owner

Action plan based on corporate policies

Data Custodian/Owner

CIO/CDO

Data Owner

Execute action via workflow

Data Custodian/Owner

Archive

Transform

Delete

Migration

File to File, Object to Object, File Share to One Drive

SMB/NFSV3

S3

One Drive

CISO, CIO, CDO, custodian & data owner dashboard updated with reduced risk and optimized storage insights

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

**Click here for a demo**