



## Use Case

# Risk Identification of Data Exposure With Actionable Resolution

In today's digital age, organizations generate a vast amount of data. Unfortunately, a significant portion of this data remains unstructured and invisible, creating a blind spot for security teams. This "dark data" often harbors sensitive information (PII, PHI, IP) – a treasure trove for cybercriminals.

### ► 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 how Zubin empowers you to take control of your data security posture. We'll delve into 6 strategic use cases that unlock the power of your data, from identifying and mitigating data exposure risks to demonstrating regulatory compliance and ensuring consistent data governance.



# Comprehensive Data Discovery and Classification

Hidden sensitive data (PII, PHI, IP) across unstructured formats exposes organizations to vulnerabilities. Traditional security solutions often miss unstructured data.



The average cost of a data breach at **\$4.35 million.**

## Early Warning & Threat Detection with Zubin

Zubin's combined Metadata Analytics and Content Analytics act as a powerful duo, proactively discovering and classifying sensitive data across your entire data landscape. This comprehensive approach provides an early warning system, helping you identify potential data exposure risks before they become a problem. But Zubin goes beyond just identification. Data Classification allows you to categorize data based on two key factors: sensitivity level (think high-risk PII/PHI and business-sensitive data like passwords or IP addresses) and regulatory requirements (HIPAA, GDPR, etc.). This intelligent classification facilitates automated risk prioritization, ensuring you can focus remediation efforts on the most critical areas first.



*Imagine a bank struggling to identify sensitive customer data (Social Security numbers, account details) scattered across emails, loan applications, and internal documents. Zubin's Metadata Analytics and Content Analytics can discover this hidden data. This allows the bank to classify and protect this sensitive information, preventing potential breaches and safeguarding customer trust.*



# Multi-Layered Risk Assessment and Prioritization

Static data security measures might not be enough to address evolving threats and vulnerabilities.



**44%** of data breaches include personal customer information such as name, email, and password.

## Proactive Threat Mitigation with Zubin

Zubin's Risk Exposure Insights doesn't just identify exposed data, it prioritizes the threats you need to address first. This powerful solution leverages data classification and advanced content analytics powered by AI and Machine Learning (AI/ML) to assess the true risk level of exposed data. Beyond basic risk scoring, Risk Exposure Insights considers factors like the type of data exposed and the likelihood of exploitation based on real-time threat intelligence. This allows you to focus your remediation efforts on the most critical threats, ensuring you address sensitive data at highest risk of misuse first.



*An energy company suspects a cyberattack on its industrial control systems (ICS) managing power grids, potentially compromising sensor data, configuration files, and employee credentials. Zubin can analyze the data access patterns and classify them based on sensitivity assigning the highest risk to configuration files due to the potential for widespread power outages. This allows the company to prioritize securing the ICS and critical infrastructure, then address employee credentials and sensor data, minimizing power grid disruption.*

[Click here for a demo](#)

# Automated Data Containment and Isolation

Manual processes for isolating sensitive data are slow and inefficient, potentially allowing further breaches.



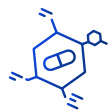
**60%** of organizations reported challenges in isolating their most critical data.

## Minimizing Damage & Data Loss Prevention with Zubin

Zubin goes beyond sensitive data discovery with robust Data Containment and Isolation. This feature automates workflows to quarantine high-risk sensitive data the moment it's detected. By restricting access and preventing dissemination, Data Containment minimizes potential damage from exposed data. Furthermore, Zubin's Data Encryption adds another layer of defense by safeguarding sensitive data at rest and in transit. This ensures your data remains protected throughout its lifecycle.



*A disgruntled employee with access to a hospital's radiology department attempts to steal patient data. Zubin's Data Classification can be configured to identify and tag patient medical images. Data Containment and Isolation can then automatically quarantine these files, preventing any such rogue access and minimizing potential patient privacy violations. The hospital can then investigate the incident, revoke the employee's access, and restore the quarantined data from secure backups.*



# Granular Access Control and RBAC Down to the Data Owner Layer (Focus)

Overly permissive access controls increase the risk of unauthorized access and data exposure.



Up to **80%** of organizations struggle with managing access control across distributed IT systems.

## Least Privilege & Reduced Attack Surface with Zubin

Zubin's commitment to data security extends beyond data discovery. With RBAC (Role-Based Access Control) that reaches down to the data owner layer, Zubin seamlessly integrates with your existing access control features to provide unparalleled granular control. This means you can define exactly who can access specific data, and at what level. Zubin enforces the principle of least privilege, ensuring users only have the access permissions necessary for their tasks. This significantly reduces the attack surface, minimizing the potential damage caused by compromised credentials or malicious insiders. With Zubin, you can empower your users while safeguarding your sensitive data.



*A pharmaceutical company develops a new drug. Sensitive research data (formulas, clinical trial results) needs to be shared with collaborators while maintaining strict access controls. Zubin's RBAC Down to the Data Owner Layer can empower researchers to define granular access permissions for collaborators, ensuring only authorized personnel can access specific data elements. This reduces the attack surface and safeguards valuable intellectual property.*



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# Data Lineage and Audit Trail for Regulatory Compliance

Manually tracking data movement for audits is time-consuming and error-prone. Demonstrating compliance with data privacy regulations (e.g., GDPR, CCPA) can be challenging.

Data privacy regulations are costing organizations an average of **\$5.8 million** annually



## Demonstrating Compliance & Minimizing Risk with Zubin

Zubin's Data Usage & Traceability maintains a centralized data index, providing a comprehensive audit trail of data movement and access. This facilitates efficient compliance audits and reduces the risk of regulatory fines. Additionally, Data Classification automatically tags data with relevant compliance requirements for retention. This simplifies compliance efforts and ensures data handling adheres to regulations.



*A hospital undergoes a HIPAA compliance audit. Auditors require detailed information on patient data access and movement. Zubin's Data Usage & Traceability provides a comprehensive audit trail, allowing the hospital to demonstrate compliance with regulations and avoid potential fines. Additionally, Data Classification can be configured to automatically tag patient data with relevant HIPAA requirements, simplifying compliance efforts.*



# Data Policy Creation and Automated Workflows for Consistent Enforcement

Inconsistent data handling practices and manual enforcement of data policies can lead to security vulnerabilities and compliance gaps.

Well-defined and enforced data governance policies experience **23%** fewer data breaches.



## Streamlined Governance & Reduced Human Error with Zubin

Ensure consistent data handling across your organization with Zubin's Data Policy Creation and Workflow. Define clear and comprehensive data policies that translate into automated workflows. These workflows enforce access controls, data encryption, and other security measures, minimizing human error and guaranteeing consistent policy application. Data Discovery and Classification are key players here. By classifying data based on sensitivity and regulations, Zubin tailors data policies and workflows to the specific needs of your data. This empowers you to streamline data governance, simplify compliance, and strengthen data security.



*An insurance company implements new data governance policies to comply with industry regulations regarding data privacy and security. Zubin's Data Policy Creation and Workflow functionality can empower them to personalize and translate these policies into automated workflows. These workflows include automatic data discovery and classification for sensitive research data, access management, migration, retention compliance, archival, deletion, and more. Automating these processes minimizes human error and ensures consistent enforcement of data governance policies across the organization.*

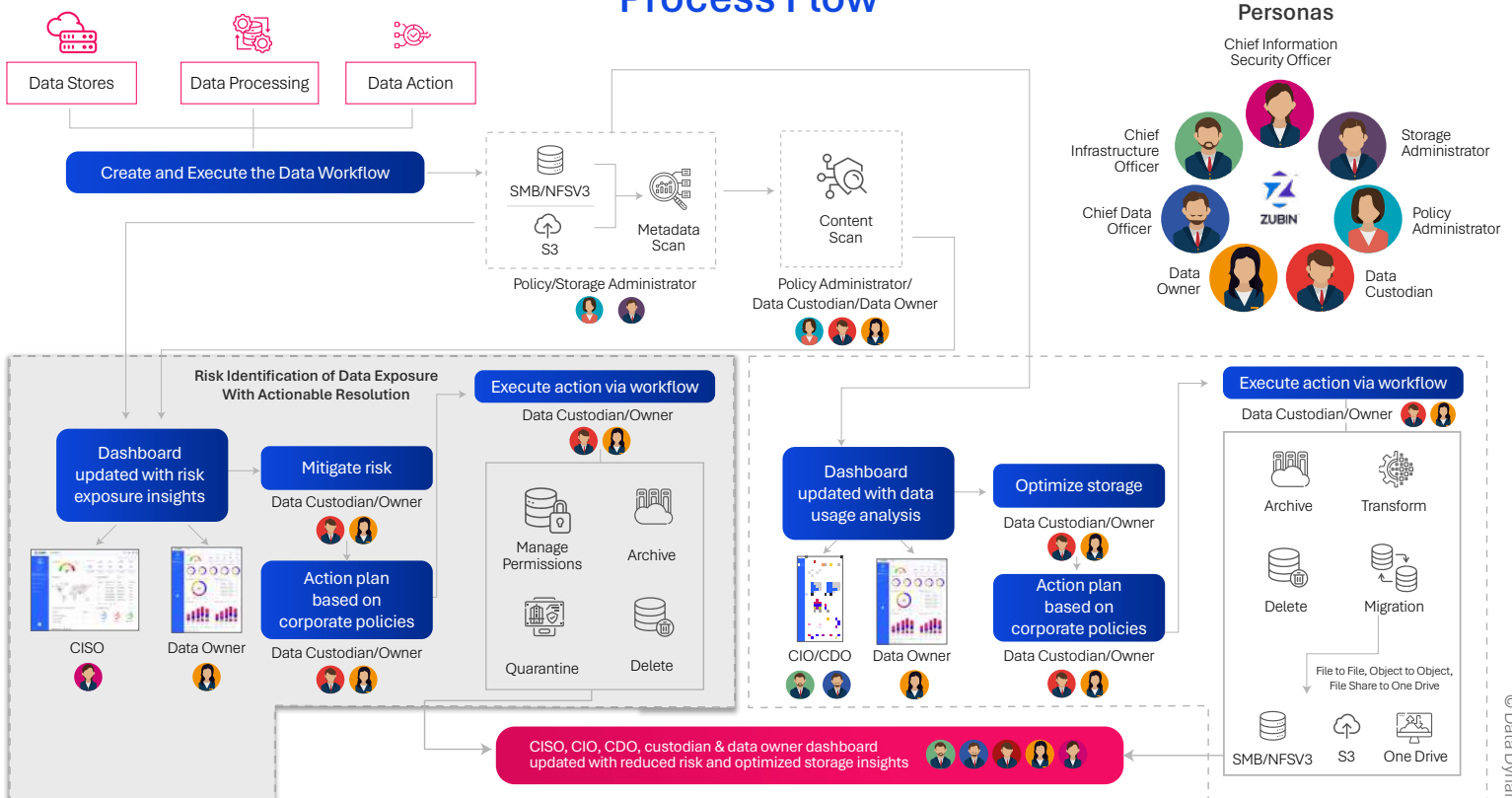


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# A Closer Look at What Makes Zubin Stand Out



## Process Flow



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

[Click here for a demo](#)