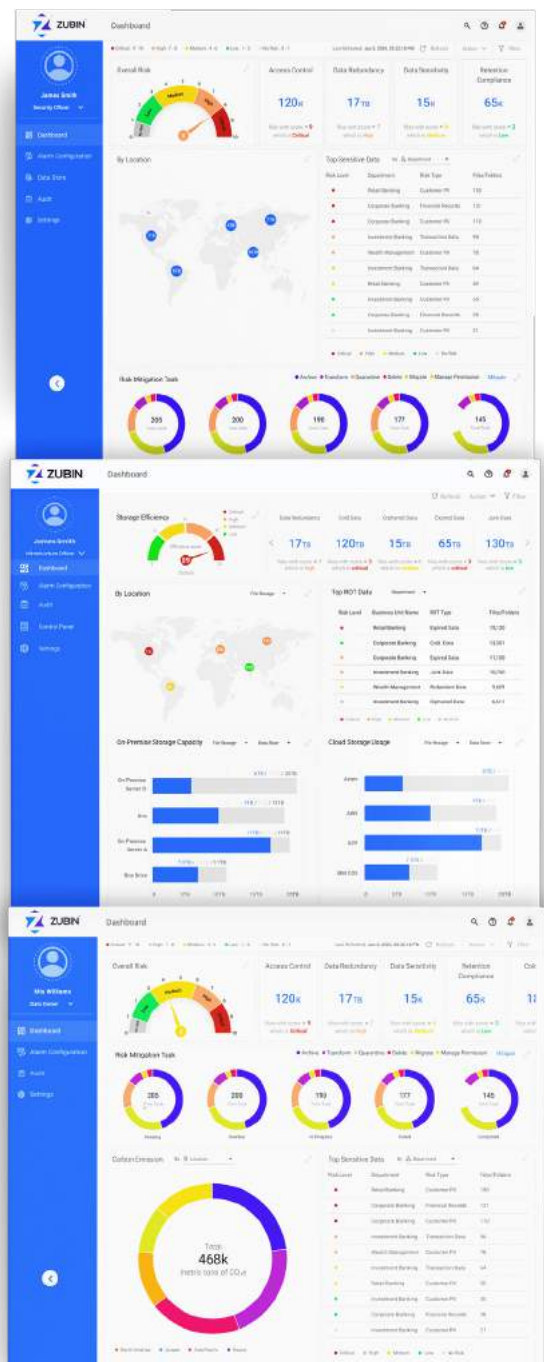![Data Dynamics logo]

Use Case

Self-Service Data Classifications and Migrations

In today's data-driven world, organizations are drowning in data sprawl across complex hybrid cloud environments. Traditional data governance and migration point solutions, often complex and inaccessible, creates data silos, hinders collaboration, and limits the value businesses can extract from their information. Enterprises must break free from the mundane "lift and shift" approach and embrace a "data-driven" strategy for infrastructure management.

▶ **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 data silos and inefficient data wrangling. We will delve into the software's role in empowering organizations to automate data classification, streamline migrations, and break down data silos. By enabling self-service data ownership and fostering collaboration, Zubin paves the way for a future where data is readily available for analysis, leading to better decision-making and improved business outcomes.

Taming the Data Deluge

Organizations struggle to identify and classify data across file shares, cloud storage, and data lakes. Manual processes are slow, error-prone, and lead to wasted storage on redundant or obsolete data.

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

Automated Classification & Reduced Storage Costs with Zubin

Zubin takes the hassle out of data classification with its combined Metadata Analytics and Content Analytics. By automatically classifying your data based on type, sensitivity, and usage patterns, Zubin saves you valuable time and resources. This intelligent system identifies less frequently accessed data, allowing you to archive it to cost-effective cloud storage options like S3 or OneDrive. This frees up precious space on your high-performance storage for data that's actively in use. Furthermore, Zubin utilizes Statistical Sampling to analyze representative subsets of your data, ensuring insightful reporting at all levels – from executives to individual users. This comprehensive approach empowers you to pinpoint and eliminate redundant or obsolete data, leading to significant reductions in storage expenses.

Banks are constantly struggling with a tidal wave of customer data – loan applications, account statements, transaction records. Manually sorting through this data is a time-consuming and expensive task. Zubin's AI-powered analytics automatically classify the data, saving the bank time and money. Less frequently accessed data can be archived to cost-effective storage tiers, freeing up valuable space for real-time transaction data. This allows the bank to focus on what matters most: delivering exceptional customer service.

Democratizing Data Governance and Actionability

Traditional data governance can be complex and inaccessible to non-technical users, hindering data ownership and collaboration. Business users often lack the tools or knowledge to manage their data effectively.

72% of business leaders believe data democratization is crucial for organizational success.

Empower Data Owners To View, Control and Act on their Data with Zubin

Zubin empowers your business users to take control of their data with its self-service data classification tools. These user-friendly tools allow them to classify data based on specific departmental needs and real-world business context. This fosters a sense of data ownership and collaboration, breaking down traditional data silos. Furthermore, Zubin's Role-Based Access Control (RBAC) extends all the way down to the data owner level, enabling granular control. Business users can define who can access their data and at what level (read, write, edit), ensuring their information remains secure. This empowers them to become active participants in data governance, making informed decisions about their data and its usage.

In the past, data governance in insurance companies was a complex labyrinth, accessible only to IT specialists. This often led to data silos and hindered collaboration between departments. Zubin empowers regular users, like underwriters and claims adjusters, to take charge of their data. User-friendly tools allow them to classify data based on risk factors and claim types, fostering a culture of data ownership. Additionally, granular access controls ensure data security and compliance. This breakdown of data silos encourages collaboration and empowers business users to make faster, more informed decisions.

Click here for a demo

Compliance at Your Fingertips

Managing complex data retention regulations across hybrid cloud environments is a challenge. Manual processes are error-prone and can lead to hefty fines for non-compliance. Identifying and mitigating data security risks is also crucial.

60% of organizations will experience a significant data security or privacy incident due to ineffective data governance.

Automate Retention and Risk Management with Zubin

Zubin empowers you to streamline data retention and minimize regulatory risks with its comprehensive suite of features. Using metadata analysis, Zubin's Retention Compliance automatically discovers, classifies, and tags your data based on specific retention requirements. This data can then be seamlessly integrated with Zubin's Data Policy Creation and Workflow to automate data lifecycle management tasks, including deletion, archiving, or migration. Furthermore, Zubin's Data Usage & Traceability provides a centralized record of all data movement activities. Combined with Zubin's Risk Exposure Insights, this allows you to analyze data usage patterns and proactively identify potential security threats. This data-driven approach ensures you meet data retention compliance regulations, minimizes regulatory risks, and optimizes storage management by automating previously manual tasks.

Hospitals are under constant pressure to comply with strict regulations regarding patient data retention. Manual processes for managing patient records can be error-prone and lead to hefty fines. Zubin automates data retention tasks, ensuring hospitals stay compliant and avoid costly penalties. Additionally, Zubin provides complete transparency into how patient data is used, fostering trust with patients and regulators. This allows hospitals to focus on their core mission: delivering quality patient care.

Shining a Light on the Dark Data

Lack of visibility into data usage across hybrid cloud environments makes it difficult to understand data value and identify opportunities for optimization. Uncertainty about data ownership can hinder accountability and trust.

73% of organizations struggle with data lineage, hindering data visibility and traceability.

Enhance Data Visibility and Transparency with Zubin

Zubin's Data Usage & Traceability sheds light on your data like never before. Our centralized data index provides complete transparency, allowing data owners to see exactly how their data is being used through personalized dashboards. This fosters trust and accountability within your organization, ensuring everyone's on the same page. But Zubin doesn't stop at visibility. Our self-service tools empower data owners to further optimize their data's journey. Want to migrate data to a new location? Archive unused data? Delete obsolete information? Zubin's intuitive tools put you in control. We call this Data Owner Observability. With real-time updates and insights, you can make informed decisions about your data. This not only promotes responsible data handling practices but also empowers users to become true data stewards within your organization.

Pharmaceutical companies generate vast amounts of data during drug development, but much of it remains hidden and unused. Zubin sheds light on this "dark data" by providing a centralized view of all research data. Data owners, like research scientists, can see exactly who has accessed their data and for what purpose. This transparency fosters trust and accountability within the research team. Additionally, Zubin empowers scientists to identify potentially valuable data that can be used for further analysis, accelerating drug discovery and development.

Click here for a demo

Risk Identification and Mitigation

Data privacy regulations like GDPR and CCPA are becoming increasingly complex, and organizations struggle to comply. Identifying and managing sensitive data across hybrid cloud environments is a challenge.

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

Mitigating Data Privacy Risks and Ensuring Compliance with Zubin

Zubin's Content Analytics powered by AI/ML and NLP automatically identifies and classifies sensitive data (like PII and PHI). But that's not all. Data owners can take control with Zubin's self-service Data Classification, allowing them to further categorize sensitive data based on their specific regulations. Streamline your discovery and risk management with Zubin's seamless integration with Cloud Integrated Risk Controls (like Microsoft Information Protection). Additionally, Zubin's Data Usage & Traceability provides a centralized record of all data movement activities, making audit trails and compliance reporting a breeze. Finally, Zubin ensures data privacy and regulatory adherence by automating data lifecycle management tasks. Based on your retention policies, Zubin can automatically delete or anonymize data, giving you complete peace of mind.

A pharmaceutical company faces challenges complying with GDPR regulations regarding patient data privacy in clinical trials. Zubin can automatically identify sensitive patient information within research databases. Researchers can then leverage self-service tools to further categorize this data based on specific trial protocols. This granular control ensures patient privacy is maintained while allowing for essential research to continue. Additionally, Zubin provides a centralized record of all data access and movement, simplifying audit trails and compliance reporting. This empowers the company to mitigate data privacy risks and ensure regulatory compliance.

Unleashing the Power of AI & Machine Learning

Preparing data for AI and machine learning projects can be time-consuming and complex. Data scientists often struggle to find, access, and clean data from diverse sources across the organization.

70% of AI projects will fail due to poor data quality.

Streamline Data Wrangling with Zubin

No more drowning in data from siloed sources. Zubin's Data Aggregation and Harmonization is your lifeline. Effortlessly consolidate data from file storage, object storage, and data lakes – no more time-consuming manual collection. Data owners and data scientists can work together seamlessly using self-service tools to define granular access permissions, keeping your data secure and compliant. Need to move data for specific projects? Zubin can initiate data migration and even transform it (file to object) for an even smoother workflow. Automated data cleansing workflows ensure pristine data quality by removing inconsistencies and errors that could sabotage your AI/ML models. This translates to streamlined data preparation, faster AI/ML project development, and finally, unlocking the true potential of your data for advanced analytics.

Consider an insurance company struggling with inaccurate data that throws a wrench into their AI initiatives. For example, a fraud detection model might flag legitimate claims due to poor-quality data. Zubin acts as a guardian of data quality, continuously monitoring data pipelines for anomalies. Data scientists can then leverage Zubin's self-service tools to fix these inconsistencies, ensuring the data used to train AI models is accurate and reliable. This translates to more accurate fraud detection, saving the insurance company money and improving customer satisfaction.
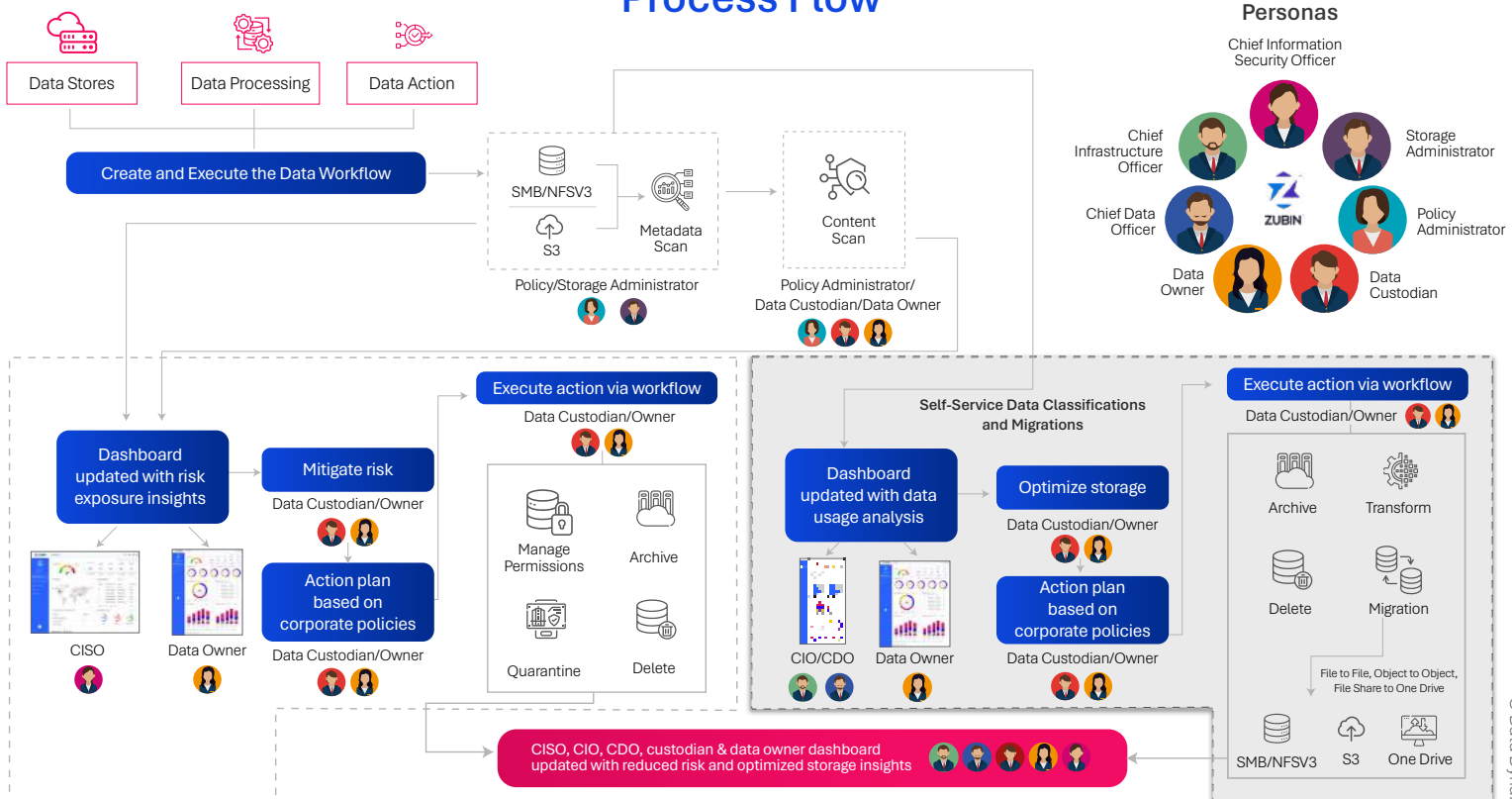
Click here for a demo

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

Dashboard updated with risk exposure insights
Mitigate risk
Data Custodian/Owner
Action plan based on corporate policies
Data Custodian/Owner

CISO
Data Owner

Execute action via workflow
Data Custodian/Owner
Manage Permissions
Archive
Quarantine
Delete

Self-Service Data Classifications and Migrations

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**