

## Use Case

# Storage Optimization and LCM Across Hybrid Cloud Infrastructure

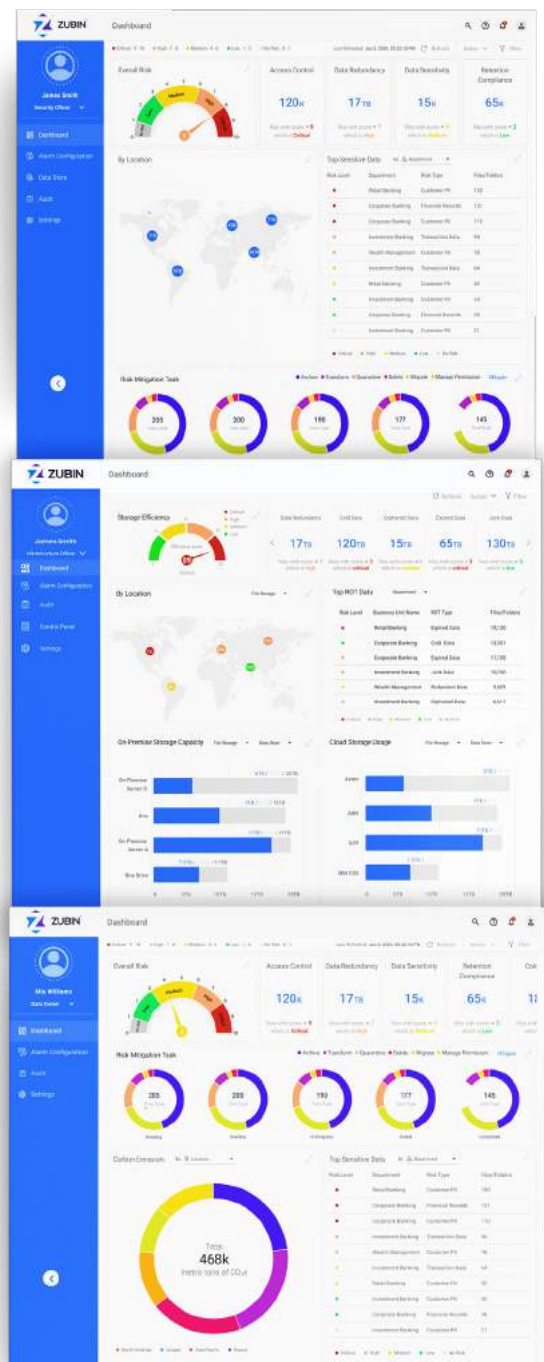


The ever-expanding data deluge across hybrid cloud environments presents a daunting challenge: storage optimization and lifecycle management (LCM). Unmanaged data sprawl leads to wasted resources, skyrocketing storage costs, and compliance nightmares. Zubin tackles these issues head-on, empowering organizations to streamline storage, automate data governance, and gain valuable insights.

▶ **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 conquers these challenges through six key capabilities, strategically aligned with industry trends, to help you navigate the complexities of hybrid cloud storage management. It empowers you to harness the power of your data while keeping storage costs and security risks under control.



# Automated Data Classification & Policy-Driven Storage Tiering

Unclassified data makes it difficult to identify and store critical information efficiently. Manual data classification is time-consuming and error-prone. Additionally, organizations often lack a unified storage strategy across on-premises and cloud environments, leading to underutilized resources and wasted storage costs.



By 2026, **25%** of storage costs will be wasted due to inefficient data management in hybrid cloud environments.

## Cost Optimization & Data Governance with Zubin

Zubin takes your data organization a step further. Its Metadata and Content Analytics work together to automatically classify your data based on type, sensitivity, and how often it's accessed. This powerful insight unlocks intelligent storage management with Zubin's Data Tiering and Placement features. Frequently accessed data gets automatically identified and placed on high-performance storage for optimal retrieval speed. Meanwhile, less used data gets intelligently archived to cost-effective cloud storage tiers like S3 or OneDrive. This automated approach not only optimizes storage utilization and reduces costs associated with underutilized resources, but also strengthens data governance by ensuring sensitive data resides on secure storage tiers. With Zubin, you get intelligent data management that saves you money and keeps your data safe.



*Financial institutions like banks struggle with managing a mix of critical and less-used data.*

*Zubin automatically classifies regulatory documents, loan applications, and emails, placing sensitive data on secure high-performance storage while archiving less frequently accessed info to cost-effective cloud tiers. This optimizes storage utilization and reduces costs.*

# Data Redundancy Elimination & Archival for Improved Efficiency

Data sprawl leads to redundant, obsolete, and trivial (ROT) data consuming valuable storage space. Manual identification and deletion of redundant data is cumbersome and error-prone. Traditional archiving processes can be complex and hinder data accessibility.

Organizations waste **30-70%** of their storage on redundant, obsolete, and trivial (ROT) data.



## Storage Efficiency & Data Accessibility with Zubin

Zubin doesn't just find your hidden data, it helps you manage it efficiently. With Zubin's Data Redundancy, you can identify and eliminate duplicate data through intelligent classification and tagging. This frees up valuable storage space for your active data. But cleaning up doesn't mean losing access. Zubin intelligently converts redundant files into space-saving object formats, perfect for archiving. These archived objects can still be easily retrieved using software, a RESTful API, or even for audits and legal discovery. Plus, Zubin offers S3/NFS/SMB-compliant access, ensuring compatibility with your existing infrastructure and making data retrieval a breeze. In short, Zubin's Data Redundancy streamlines your storage management by removing duplicates, optimizes space for active data, and keeps archived information readily accessible.

*Pharmaceutical companies grapple with redundant clinical trial data, wasting space for active research. Zubin's Data Redundancy feature identifies and eliminates duplicate data sets based on intelligent tags, freeing up valuable storage space for ongoing research projects and improving data accessibility for scientists.*



[Click here for a demo](#)

# Automated Data Lifecycle Management with Retention Compliance

Manually managing data retention policies across hybrid cloud environments is complex and error-prone. Non-compliance with data retention regulations can lead to hefty fines.



The global data privacy regulation market is expected to reach **\$15.6 billion by 2027.**

## Risk Mitigation & Regulatory Compliance with Zubin

Zubin's Retention Compliance seamlessly integrates metadata analysis with data policy creation and workflow automation. This powerful combination allows you to discover, classify, and tag data based on specific retention requirements. The software also automates data lifecycle management tasks based on pre-defined policies. Zubin can handle deletion, archiving, or migration for you, ensuring effortless compliance with data retention regulations. This not only minimizes risks associated with non-compliance, but also streamlines storage management by eliminating the need for manual tasks. Let Zubin handle the heavy lifting, so you can focus on what matters most.



*Hospitals face challenges ensuring compliance with complex healthcare data privacy regulations. Zubin's Retention Compliance utilizes metadata analysis to classify patient medical records and automate data lifecycle management based on retention requirements. This ensures HIPAA compliance, minimizes regulatory risks, and streamlines storage management.*

# Self-Service Data Classification and Migration for Democratized Data Management

Complex data management processes and limited visibility into data storage locations can hinder business users from effectively managing their data. This can lead to data silos and hinder collaboration efforts.

Information fragmentation due to data silos costs US businesses **\$3.1 trillion** annually.



## Improved Data Governance & Collaboration with Zubin



Zubin empowers business users to take control of their data with Self-Service Data Classifications and Migrations. This intuitive functionality allows them to classify data based on their department's specific needs and business context. User-friendly tools enable them to initiate data migrations across on-premises and cloud storage effortlessly, fostering better collaboration and data governance. Improved data visibility through self-service tools empowers users to take ownership of their data and manage it effectively. This dismantles data silos and facilitates seamless collaboration across departments, ensuring everyone has access to the information they need.

*Insurance companies often battle data silos hindering collaboration. Zubin's Self-Service Data Classifications empower underwriters and claims adjusters to classify data by insurance product or policyholder. They can initiate data migrations between on-premises and cloud storage, fostering collaboration across departments and improving data governance.*



[Click here for a demo](#)



## Data Usage & Traceability with Risk Insights for Enhanced Security

Lack of visibility into data usage across hybrid cloud environments makes it difficult to identify and mitigate security risks. Unclear data ownership can lead to confusion about access control responsibilities.



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

### Data Security & Breach Prevention with Zubin



Zubin doesn't just help you find your data, it helps you secure it. Data Usage & Traceability provides a central hub for all data movement activities, giving you complete visibility. Combine this with Risk Exposure Insights, a powerful analytics tool, and you can identify potential security threats by analyzing data usage patterns. Further strengthening your defenses, RBAC Down to the Data Owner Layer takes access control to a whole new level. This system allows for granular permission management based on who owns the data, ensuring only authorized users can access it. This comprehensive approach creates a multi-layered shield for your data. You'll have clear visibility into movement, the ability to identify potential risks through usage analysis, and ironclad access controls thanks to granular ownership permissions. This significantly minimizes the attack surface and helps prevent data breaches, keeping your information safe.

*Unauthorized access to energy data pipelines can be disastrous. Zubin's Data Usage & Traceability provides a centralized record of data movement activities.*

*Combined with Risk Exposure Insights, it analyzes data usage patterns to identify suspicious access attempts. Additionally,*

*RBAC Down to the Data Owner Layer strengthens access controls, preventing unauthorized access and minimizing the attack surface for data breaches.*



## Data Observability & Root Cause Analysis for Performance Optimization

Performance bottlenecks and data quality issues can hinder critical applications and analytics across hybrid cloud environments. Identifying the root cause of these issues can be time-consuming and complex.

Data quality costs US businesses an average of **\$12 million** annually.



### Improved Data Quality & Efficiency with Zubin

Zubin's Data Observability and Root Cause Analysis functionality utilizes metadata & content analytics powered by AI/ML to continuously monitor data usage within pipelines across your global footprint. This includes analyzing ROT, user access patterns, data transfer activities, and changes to data permissions. By identifying the anomalies, organizations can take proactive steps to optimize data storage performance and ensure data quality for downstream analytics. Additionally, it provides executive dashboards and reports providing risk and data usage analysis across the enterprise, business units, LOBs, and geographies, complemented by action plans and real-time status updates.

Aggregate data risk reporting and data usage analysis by teams and individual data owners via an intuitive dashboard, enables visibility, analysis and actionability, with real-time status updates and reminders.

*Manufacturing companies rely on real-time data for efficient operations. Zubin's Data Observability utilizes machine learning to continuously monitor data pipelines, detecting anomalies or inconsistencies in sensor data readings. By identifying the root cause, manufacturers can optimize data storage performance and ensure data quality for downstream analytics tasks like predictive maintenance. This improves overall data efficiency and avoids production slowdowns.*



[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

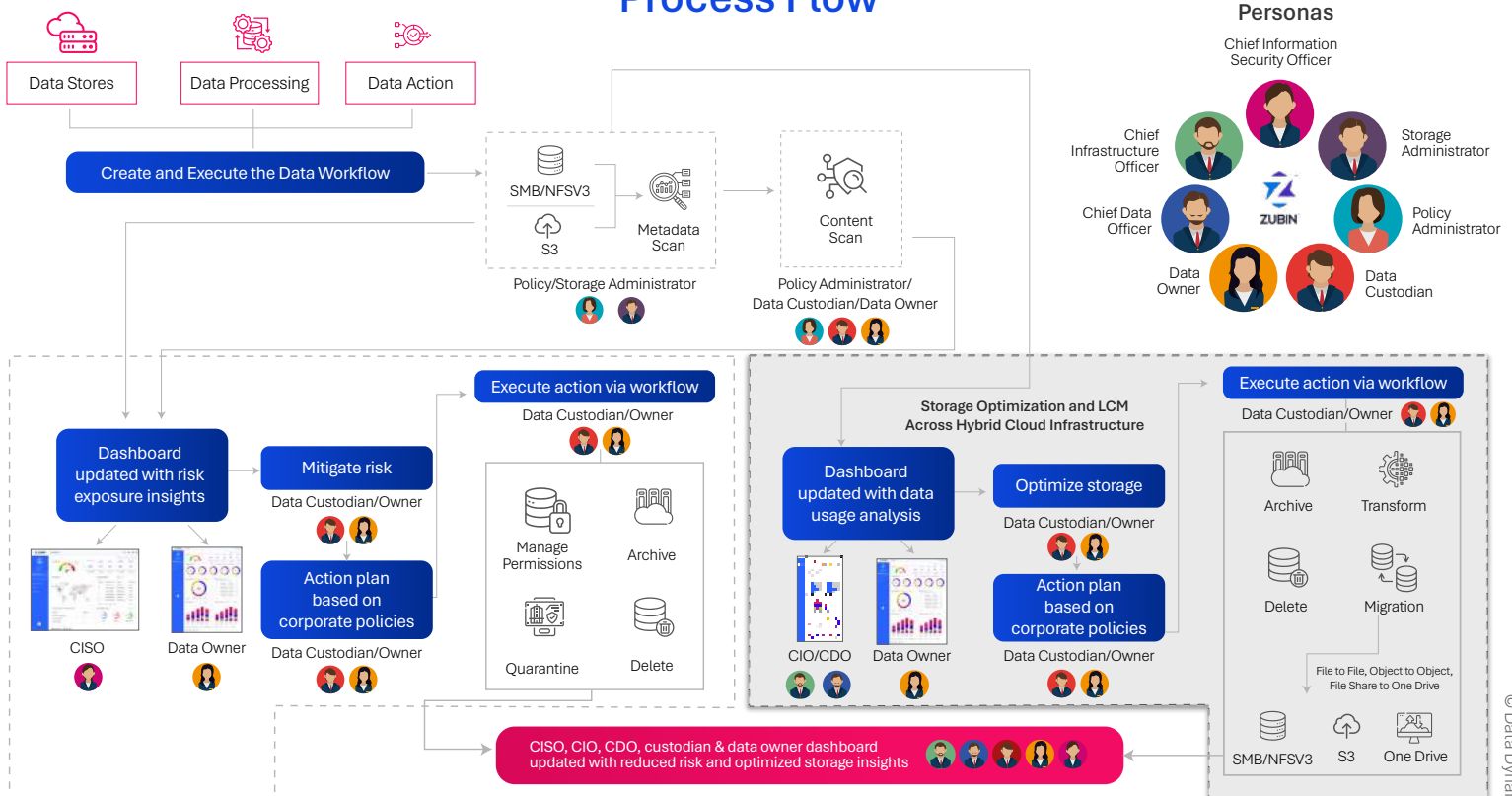


Data Containment & Isolation



Real-time Notifications and Reporting

## Process Flow



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

[Click here for a demo](#)