

## Use Case

# Visibility Into Existing Unstructured Data Footprint Across All Data Constituents

In today's data-driven world, organizations are drowning in a sea of information. Valuable insights often lie hidden within unstructured data formats like emails, documents, and social media interactions. However, the lack of visibility into this data hinders effective management, compliance, and strategic decision-making.

**▶ 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 gain comprehensive visibility into your unstructured data footprint. We'll delve into 6 strategic use cases that unlock the power of your data, from ensuring regulatory compliance and optimizing storage costs to driving innovation and AI enablement.



# Data Discovery and Governance

Businesses struggle to identify and classify sensitive data (PII, PHI) across vast unstructured data stores, hindering compliance efforts (e.g., GDPR, CCPA). Additionally, redundant and outdated data consumes storage resources.



Organizations will fail to meet **50%** of their regulatory compliance requirements due to unstructured data governance challenges.

## Compliance & Cost Optimization with Zubin

Zubin's Metadata Analytics engine dives deep, uncovering hidden data types and patterns within your unstructured data. Combined with the power of AI and Natural Language Processing (NLP), Zubin's Content Analytics empowers you to discover sensitive data like PII and PHI with high accuracy. Leveraging data classification based on both content and metadata, Zubin automates data categorization, ensuring your data is properly labelled and secured. This comprehensive approach not only simplifies compliance with regulations like GDPR and CCPA, but also helps identify redundant data for deletion or archiving, optimizing storage costs and streamlining data management.



*Imagine a bank struggling to comply with KYC (Know Your Customer) regulations. Buried within customer emails, application forms, and social media interactions lies valuable data. Zubin can unearth this hidden data, allowing the bank to effectively identify and classify customer information. This streamlines compliance efforts, reduces manual work, and avoids potential regulatory fines.*



# Risk Identification and Mitigation

Unidentified sensitive data in unstructured formats exposes organizations to security risks like breaches and unauthorized access. Traditional security solutions often struggle with unstructured data.



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

## Data Security & Breach Prevention with Zubin

Zubin's Risk Exposure Insights leverages advanced content analytics and data classification to identify potential data security risks before they strike. Zubin helps you pinpoint data vulnerable due to its sensitivity or improper access controls. Our Data Containment and Isolation feature allows you to quarantine high-risk data, effectively shielding it from unauthorized access or accidental exposure. Additionally, RBAC Down to the Data Owner Layer provides a robust layer of security by enabling granular permission management. This layered approach significantly minimizes the attack surface, acting as a powerful shield against data breaches.



*A hospital faces a potential data breach. Sensitive patient data (PII/PHI) like medical records and billing information might be scattered across emails, research documents, and legacy systems. Zubin can pinpoint potential security risks in PHI data and classify it. Data Containment and Isolation quarantines high-risk data, while RBAC Down to the Data Owner Layer strengthens access controls. This layered approach minimizes the attack surface and safeguards patient data.*



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# Data Lineage and Traceability

Lack of understanding about data origin, transformations, and usage hinders data quality and trust. This can lead to erroneous insights and downstream analytics issues.



Poor data quality costs US businesses **\$3 trillion annually.**

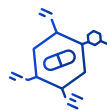
## Data Quality & Trustworthiness with Zubin

Zubin's Data Usage & Traceability offers a centralized data index that tracks the flow and lineage of data across your entire data landscape. This comprehensive view not only fosters transparency but also empowers you to analyze the impact of data on your operations.

Zubin takes data visibility a step further with Data Observability and Root Cause Analysis. By leveraging machine learning, it continuously monitors your data pipelines and identifies potential issues that could compromise data quality. This proactive approach allows you to pinpoint the root causes of data errors or inconsistencies, enabling swift corrective actions. With Zubin, you can ensure data integrity, build trust in your data foundation, and make confident decisions based on reliable information.



*A pharmaceutical company encounters data quality issues during a crucial drug trial. Data about patient responses and clinical trial protocols might be spread across spreadsheets, emails, and lab reports. Zubin can provide a clear usage of the data, allowing researchers to track its movement and identify any discrepancies. Data Observability and Root Cause Analysis pinpoints potential issues in data collection or transmission, ensuring data integrity and facilitating accurate drug development.*



# Data Democratization and Self-Service

Data silos and limited access hinder collaboration and data-driven decision-making across departments.



Companies with advanced analytics capabilities are **2.5X** more likely to outperform competitors.

## Improved Data Accessibility & Collaboration with Zubin

Zubin's Self-Service Data Classifications and Migrations functionality equips data owners with user-friendly tools to take control. Classify and manage your data based on pre-defined policies or tailor it to your specific needs with custom criteria. Collaboration is key! Zubin fosters secure data sharing across departments, facilitating knowledge exchange while maintaining robust access controls and prioritizing data privacy. This breakdown of data silos creates a data-driven culture where information becomes a shared resource. Zubin empowers informed decision-making at all levels, transforming your organization into a hub of data-driven insights.



*An insurance company struggles with siloed data, hindering collaboration between claims adjusters and underwriters. Policy details, customer interactions, and historical claims data might reside in separate systems. Zubin can empower adjusters to classify claim data relevant to underwriters. Secure data sharing allows seamless collaboration, leading to faster claim processing and improved customer service.*



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# Data Lifecycle Management

Unstructured data sprawl leads to difficulties in managing data lifecycle, including retention and disposal. This can result in non-compliance with regulations and unnecessary storage costs.

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



## Retention & Cost Optimization with Zubin

Zubin's Retention Compliance takes the guesswork out of data expiration. By leveraging data classification and tagging, it automatically identifies data nearing its end-of-life based on your policies or regulatory requirements. This proactive approach ensures you take timely action, whether it's archiving valuable historical data or securely deleting what needs to go. This not only simplifies compliance but also optimizes storage costs. Data Redundancy eliminates wasted storage by enabling policy-based deduplication and deletion of redundant or obsolete data. This streamlines your data lifecycle management, ensuring compliance with data governance regulations. By freeing up valuable storage resources, Zubin lets you focus on what truly matters – your critical data.



*A hospital grapples with overflowing storage due to outdated patient records and administrative documents. Zubin can help identify data nearing its expiration based on classification.*

*Data Redundancy allows for policy-based deletion of redundant data. This optimizes storage space, reduces costs, and ensures compliance with patient data retention regulations.*



## Data Optimization for AI/ML Projects

Poor data quality and lack of data preparation hinder the performance of AI/ML models.

**87%** of executives say that data quality issues significantly impact their AI projects.



## Improved AI Model Performance with Zubin

Zubin's Data Wrangling and Curation for AI empowers data scientists and analysts to conquer the data prep hurdle. This powerful functionality streamlines the process of cleansing, transforming, and structuring data from even the messiest, unstructured sources. By ensuring high-quality data feeds your AI and machine learning models, Zubin unlocks significant improvements in model performance and accuracy. The result? More reliable and trustworthy AI-driven insights you can depend on.



*A pharmaceutical company aims to develop an AI model for drug discovery. However, unstructured data on molecular interactions and clinical trial results might be scattered across various sources. Zubin can facilitate the company to identify ROT and cold data enabling data cleansing and structuring from these diverse sources. This ensures high-quality data for training the AI model, potentially leading to more accurate drug discovery and faster development cycles.*

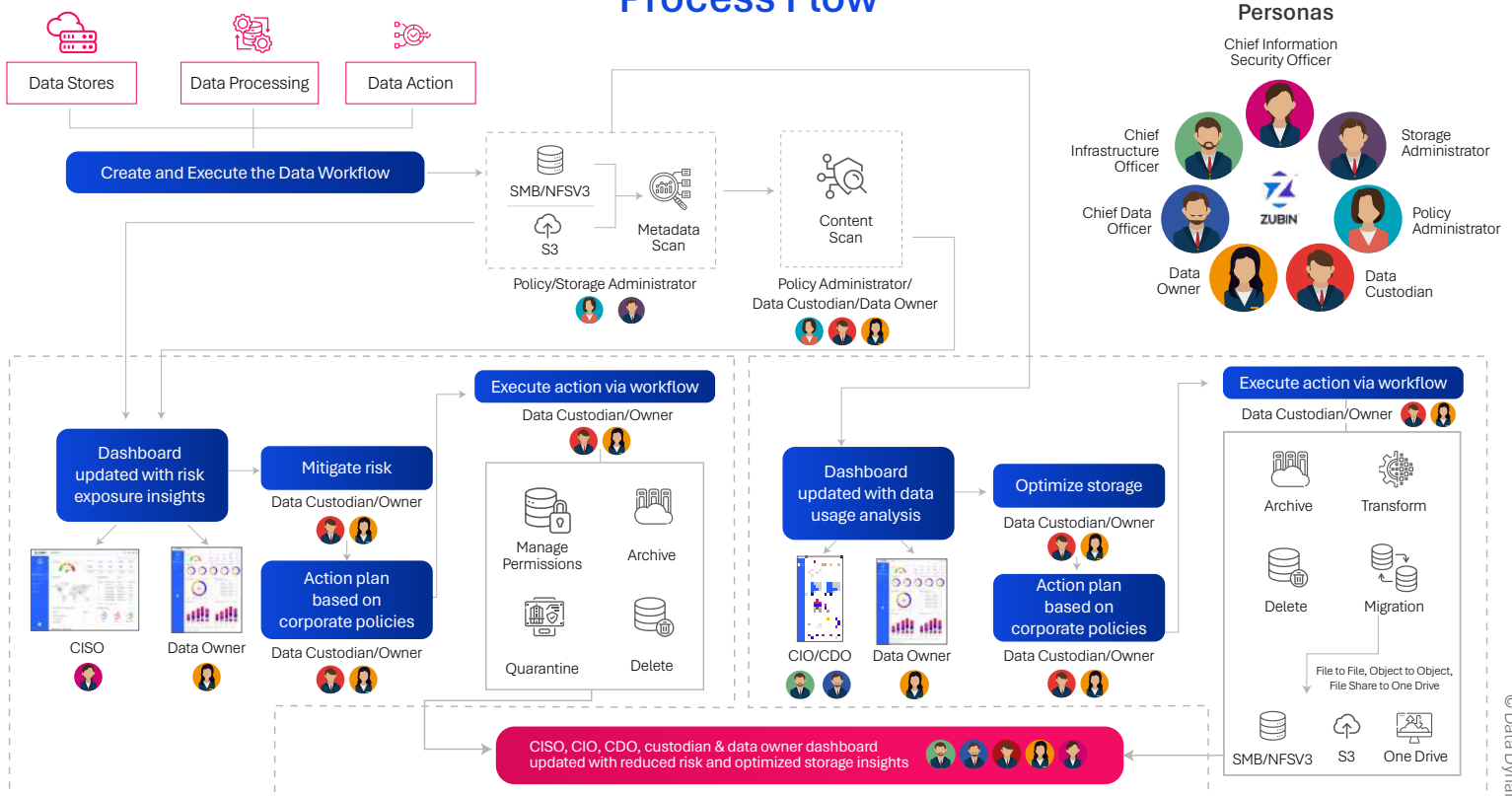


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# A Closer Look at What Makes Zubin Stand Out



## Process Flow



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

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