![DATA Dynamics logo]

Use Case

Ensuring Data Sovereignty Across Global Data Footprint

In today's interconnected world, organizations operate across borders, generating vast amounts of data in geographically dispersed locations. This global data footprint presents a significant challenge: ensuring data sovereignty, which refers to a nation's ability to exert control over the data generated within its borders.

▶ **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 navigate the intricacies of global data sovereignty with confidence. We'll delve into six crucial use cases that equip you to gain complete visibility into your data landscape, implement effective data localization strategies, demonstrate compliance with regulations, and maintain control over your sensitive data, regardless of its location.

Comprehensive Data Discovery and Classification

Shadow IT, the unauthorized use of cloud services or applications, can lead to sensitive data being stored and accessed outside your control, jeopardizing data sovereignty. Additionally, unstructured data residing in disparate locations across your global footprint can remain unidentified and unclassified, making it vulnerable to unauthorized access.

Mitigate Shadow IT & Identify Sensitive Data with Zubin

Zubin's combined powerhouse of Metadata Analytics and NLP-powered Content Analytics offers a one-stop solution for data discovery and classification. Metadata Analytics automatically scans your network to identify data across repositories across all locations. File shares, cloud storage buckets, data lakes – no data enclave escapes its gaze. Content Analytics then steps in, meticulously analyzing the content of this unearthed data to pinpoint sensitive information like PII, PHI, and even intellectual property. This dynamic duo empowers you to create a meticulous inventory of all your data assets, leaving no stone unturned. But Zubin goes beyond mere discovery. Data Classification empowers you to categorize your data based on sensitivity, regulatory requirements, and your specific business needs. You can define custom classification rules, acting like a data librarian, ensuring all relevant data is identified and meticulously tagged according to your organization's standards.

A global bank suspects shadow IT is storing customer PII in unauthorized cloud locations. Zubin can scan the network to identify all data repositories, and use Content Analytics to find PII such as names, social security numbers, and account information. This helps the bank remediate shadow IT practices, ensuring customer data remains controlled and compliant with data sovereignty regulations.

Multi-Layered Risk Assessment and Data Localization

Understanding the risks associated with storing and processing data in different locations is crucial. Varying data privacy regulations across regions require data localization policies. Without proper risk assessment and data localization strategies, you may be inadvertently violating data sovereignty laws.

Prioritize Risks & Implement Controls with Zubin

Zubin takes data security a step further with Risk Exposure Insights. It leverages content analytics muscle to classify your data and assess the risk associated with where you store and process it. This intelligent analysis considers factors like data sensitivity, regulations that apply, and the security strength of your storage locations. With Zubin, you can prioritize risks, develop targeted mitigation strategies, and define policies to automatically route specific data types (think PII) to designated storage locations within specific regions. This ensures compliance with data residency requirements. And for a seamless cloud experience, Zubin's Cloud Integrated Risk Controls integrate with leading cloud storage providers like Microsoft Azure to effortlessly enforce your data residency policies.

A large insurance company operates in multiple European countries. The EU's GDPR mandates that citizen data be stored within the EU. Zubin can help the company discover and classify customer data (e.g., health information) spread across various locations and assess risks associated with it. Data Containment and Isolation can then allow them to define policies to automatically route sensitive customer data (e.g., health records) to designated storage locations within the EU, ensuring compliance with GDPR and data sovereignty regulations.

Click here for a demo

Data Usage & Audit Trail for Transparent Data Movement

Tracking and maintaining a clear audit trail for data movement across borders is essential for demonstrating compliance with data sovereignty regulations. Without this visibility, regulators may question your data handling practices and ability to ensure data remains within desired jurisdictions.

Demonstrate Compliance & Ownership with Zubin

Zubin's Data Usage & Traceability solution provides a centralized record of all data movement within your organization. It meticulously tracks every transfer, capturing the source, destination, purpose, and timestamp, along with the user or system responsible. This comprehensive audit trail empowers you to demonstrate clear and responsible data movement practices. It simplifies compliance with data residency requirements by providing a clear picture of where your data resides and how it's being used. This not only fosters trust but also ensures you have the information needed to manage your data effectively.

A hospital chain with facilities in the US and Canada needs to demonstrate compliance with HIPAA regulations, which require strict controls on patient data movement. Zubin's Data Usage & Traceability provides a comprehensive audit trail for all patient data transfers, including the source, destination, and time of each transfer. This allows the hospital chain to demonstrate to regulators that patient data is only transferred across borders for legitimate medical purposes and in accordance with HIPAA guidelines.

RBAC Down to the Data Owner Layer with Geo-Restrictions

Ensuring only authorized personnel have access to sensitive data, especially when dealing with geographically dispersed data, is a critical challenge. Traditional access controls might not offer granular control over data access based on location.

Empower Data Owners & Enforce Regional Access with Zubin

RBAC Down to the Data Owner Layer puts the power in your hands. Data owners can define precise access permissions for their information, specifying exactly who can access it, what actions they can take, and even from which geographical locations they can access it. Geo-restrictions offer a quick setup, while the option to define custom restrictions caters to unique needs. Working seamlessly alongside RBAC, Cloud Integrated Risk Controls enforce these access controls across your cloud storage environments. This powerful combination ensures that only authorized users with the appropriate permissions and location can access your sensitive data.

A pharmaceutical company with research facilities in multiple countries conducts clinical trials that generate a vast amount of sensitive patient data. Zubin can empower researchers to define granular access controls for their clinical trial data. They can specify that only authorized researchers within their specific country can access the data, preventing unauthorized access from other regions. This ensures compliance with regional data privacy regulations and protects sensitive patient information.

Click here for a demo

Data Observability and Root Cause Analysis with Geo-Insights

Monitoring data usage and detecting anomalies across a global data footprint can be complex. Without this visibility, you may not be aware of unauthorized access or potential data breaches that could compromise data sovereignty.

Monitor Data Usage & Detect Anomalies with Zubin

Zubin's Data Observability and Root Cause Analysis leverages the combined power of AI/ML, metadata, and content analytics to continuously monitor your data pipelines across the globe. This includes analyzing user access patterns, data transfer activities, and changes to data permissions – no stone goes unturned. But Zubin doesn't stop there. It empowers your leadership with executive dashboards and reports, providing insightful risk and data usage analysis across your entire enterprise, from business units to individual teams and locations. Action plans and real-time status updates keep everyone informed and moving forward. Zubin's intuitive dashboards aggregate data risk reporting and usage analysis for teams and data owners. This translates to clear visibility, actionable insights, and real-time updates and reminders, ensuring your data stays secure and compliant.

A common challenge faced by banks is building accurate credit risk assessment models. If the training data used for these models contains errors, such as incorrect income information or missing loan repayment history, the model might misclassify borrowers. Zubin's Data Observability & Root Cause Analysis utilizes machine learning to continuously monitor data quality within pipelines and pinpoint anomalies like ROT, unprotected sensitive business data or unauthorized access control across geographies, BUs and LOBs. This allows them to identify and rectify errors in the training data, leading to more accurate and reliable credit risk models.

Data Governance for Responsible Data Movement and Use

Without a clear data governance framework, data transfers across borders can be haphazard, potentially violating data sovereignty regulations. Inconsistent data handling practices can also lead to confusion and difficulty in demonstrating compliance.

Align with Sovereignty Frameworks with Zubin

Zubin seamlessly integrates with your existing data governance framework, empowering you to establish data policies that uphold data sovereignty best practices. Its Data Policy Creation and Workflow functionality simplifies defining clear rules for data movement and usage. These policies can be tailored based on data sensitivity, location, and retention requirements for different data types. Furthermore, Zubin empowers data owners through Self-Service Data Classifications and Migrations. This feature streamlines data management by allowing them to classify and migrate data according to established policies. Zubin then automates the data migration process, ensuring data reaches the appropriate storage locations while adhering to data sovereignty regulations. This not only simplifies governance but also reduces the risk of errors.

A multinational corporation with offices worldwide collects customer data from various regions. Zubin can help them define clear policies for data movement and usage that comply with data sovereignty regulations in each country they operate in. Zubin's Self-Service Data Classifications and Migrations can empower business units to classify and migrate their data according to these established policies. This ensures consistent data handling practices and simplifies compliance with data sovereignty regulations across the global organization.
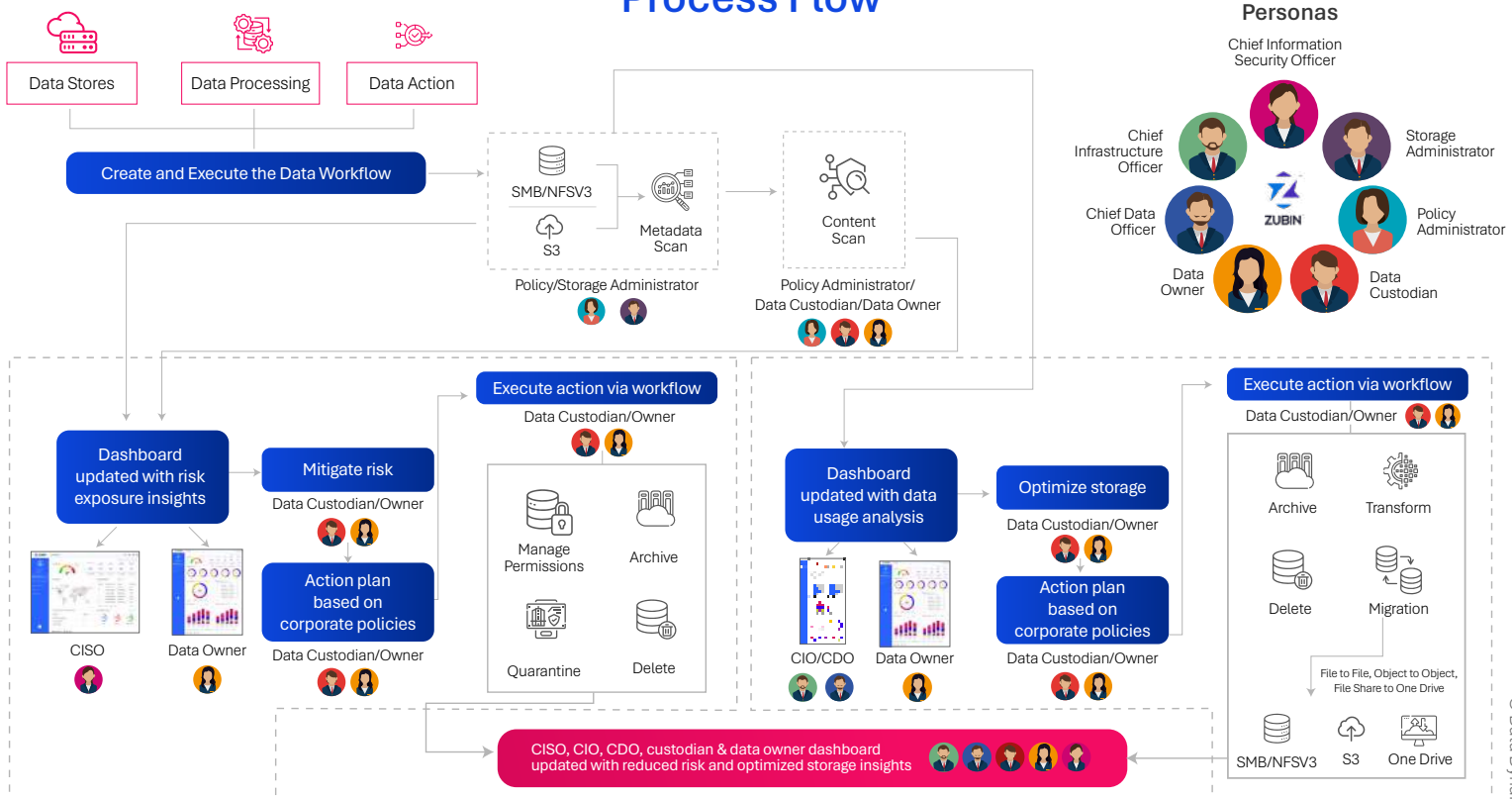
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A Closer Look at What Makes Zubin Stand Out

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

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