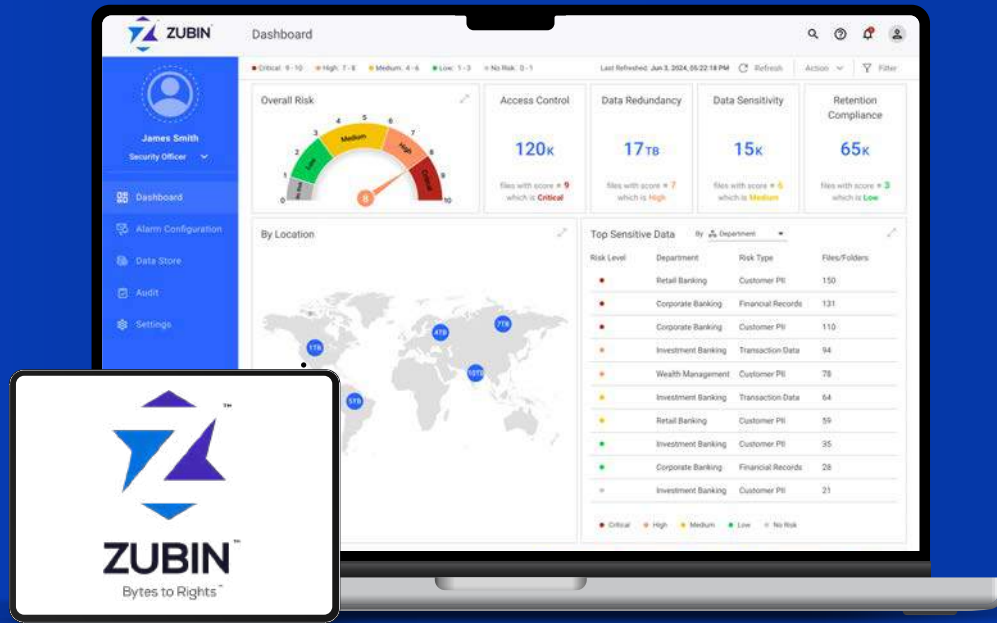# Data Security & Ethical Usage

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Zubin: AI-powered, self-service data management software

Data security and ethical AI are no longer afterthoughts, they're boardroom priorities.

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83% of consumers say they'd be more likely to trust a company that uses AI responsibly.

That's where Zubin comes in.

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.

Privacy Protection for Ethical AI

Consumers prioritize data privacy (73%, PwC).

Content analytics powered by a Data Science Engine, AI/ML, and NLP for business-sensitive and PII/PHI data discovery and classification. This allows organizations to minimize risk of exposure, ensure compliance with data privacy regulations, and avoid biases in analysis through customized corporate governance and compliance policies.

Risk Analysis and Remediation

Machine learning algorithms continuously scan sensitive data for anomalies. When anomalies are detected, Zubin prioritizes risks and automatically triggers remediation actions, such as quarantining data, based on predefined thresholds.

Data Access Management

Implements Role-Based Access Control (RBAC) with user roles that grant access based on the principle of least privilege. This ensures only authorized personnel have access to specific data sets. Additionally, Zubin integrates with the existing corporate Active Directory for enhanced security.

Data Security Orchestration, Automation, and Actionability

Automates various data security tasks, including user activity monitoring, security reporting, and remediation actions. Additionally, data custodians or owners can define which datasets the data workflows can run against. These tasks are tailored to each organization's policies through personalized workflows.
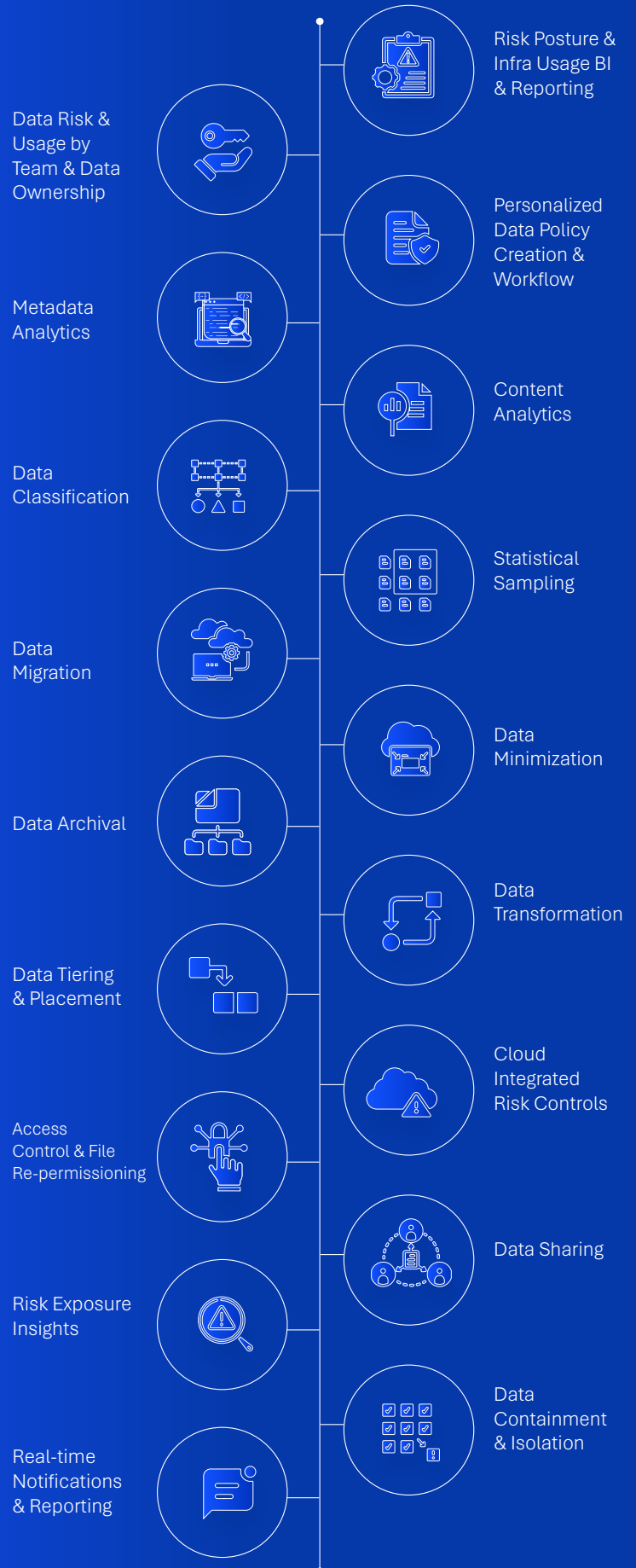
Click here for a demo

Foundations for Robust Security and Scalability

- **Microservices Architecture:** Utilizes a modular, containerized architecture for independent deployment and scalability. Communication between these microservices occurs through a lightweight API gateway, promoting efficient resource utilization and fault tolerance.

- **Centralized Access Control:** Enforces RBAC through a centralized authorization server, ensuring only authorized users can access specific data. Industry-standard algorithms are used to encrypt data at rest and in transit, providing additional protection.

- **Multi-Layered Encryption:** Supports multiple data encryption algorithms to ensure data confidentiality at rest and in transit.

- **Automated Management and Scalability:** Container orchestration automates deployment and scaling, ensuring smooth operation and efficient resource utilization. Additionally, the horizontal scaling of the distributed architecture allows Zubin to handle increasing data volumes securely.

- **Unstructured Data Processing and Threat Detection:** Incorporates a hub-and-spoke architecture, leveraging a single central Zubin instance with scalable UDE (execution engines) to provide performance at scale. This includes metadata & content processing and analysis of unstructured data of over 250+ diverse data formats within emails, multimedia, presentations, and various document types, allowing users to analyze diverse data formats for valuable insights.

- **High Availability and Disaster Recovery:** Employs strategies including data replication, geo-clustering, and failover mechanisms to minimize downtime and ensure continuous data access in case of failures, improving overall system resilience.

A Closer Look at What Makes Zubin Stand Out

- Data Risk & Usage by Team & Data Ownership
- Metadata Analytics
- Data Classification
- Data Migration
- Data Archival
- Data Tiering & Placement
- Access Control & File Re-permissioning
- Risk Exposure Insights
- Real-time Notifications & Reporting

- Risk Posture & Infra Usage BI & Reporting
- Personalized Data Policy Creation & Workflow
- Content Analytics
- Statistical Sampling
- Data Minimization
- Data Transformation
- Cloud Integrated Risk Controls
- Data Sharing
- Data Containment & Isolation

Click here for a demo

What's in it for you?

Build Trust with Responsible AI

Only 35% of consumers worldwide have confidence in the way organizations are implementing AI (Accenture). Zubin empowers responsible AI use for trust and transparency. It ensures ethical data practices and compliance, allowing for trustworthy AI development. This translates to better customer experiences, optimized operations, and increased revenue for your business.

Mitigate Risk and Protect Reputation

Data breaches cost organizations an average of $4.35 million in 2023 (IBM). Zubin offers proactive data security and privacy. It analyzes risks before they become breaches. Zubin simplifies compliance with automated workflows and data governance. This reduces risk, protects your brand, and saves money.

Unlock Data Value

Data-driven organizations are 23 times more likely to attract new customers (McKinsey). Zubin creates a unified data fabric, breaking down silos and democratizing data. Decision-makers gain secure, self-service access to insights for informed planning. This enables data-driven decisions for improved market positioning, resource allocation, and overall business performance.

Secure Collaboration and Innovation

74% of data breaches begin with the misusing of privileged credentials. (Forbes). Zubin's access management provides a secure foundation. Define custom access levels for roles and projects. Personalized data workflows manage access based on corporate policies, ensuring the right people have access at the right time. This empowers secure collaboration, fosters innovation, and accelerates product launches.

Ensure Compliance

Organizations that employ automated data classification experience a 30% reduction in compliance workload (Gartner). Zubin offers a centralized platform for data governance across all environments. Automated data classification and access controls ensure compliance. Real-time data insights and reporting empower you to demonstrate compliance and reduce fines.
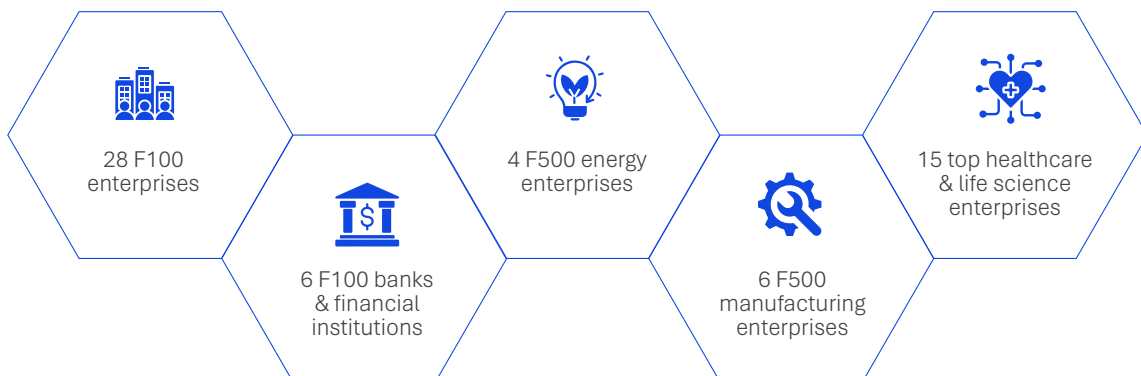
Click here for a demo

ZUBIN
Bytes to Rights

Zubin can empower enterprises to unlock the strategic potential of data while minimizing risk. We can leverage AI for innovation with confidence, knowing our data is secure and access is tightly controlled.

CTO, Fortune 100 healthcare company

Trusted by 300+ organizations

28 F100 enterprises

6 F100 banks & financial institutions

4 F500 energy enterprises

6 F500 manufacturing enterprises

15 top healthcare & life science enterprises

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

Click here for a demo