

## \$7.5 MN annual TCO saved by implementing intelligent data lifecycle management for dark data

for one of the largest Fortune 50 integrated healthcare services companies



### Business Need

- To implement **Data Lifecycle Management**
- **Mitigate risk resulting** from Data Sprawl
- **Understanding the data for better accessibility, security and management**
- **Manage Dark data for cost optimization**
- **Optimizing File Data storage**



### Challenges Faced

- **Unstructured Data Growth and Sprawl**
  - Created Business Risk (Legal and Compliance)
  - Created IT Risk (Stressed Production, Backup and HA Systems)
  - Non-Critical Data managed as Critical Data
- **Lack of data understanding and lifecycle management**
- Dark Data (Older than 5 years, not used)
  - 1/3 of Storage was for files untouched for 5 Years
  - 1/4 of files were orphaned



### Solution Offered

- **Implemented Data Dynamics StorageX capabilities.**
  - **Analytics** – Metadata scan and file level tagging
  - **Archive** – File to Cloud Object
  - **Replication** – File to File Sync
  - **Migration** – File to File Move/Transform/Security
  - APIs for Business Process Integration



### Business Impact

1.



#### Enhance data understanding

- Enabled File metadata discovery and classification (tagging)
- Identified Dark Data and potential risk exposures
- Enrich metadata for AI, ML

2.



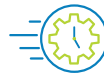
#### Annual savings of \$2 MM / PB

3.



#### TCO savings of \$7,500,000 annually

4.



#### DC Consolidation Acceleration

Data Dynamics is the pioneer of unified unstructured data management platform. With 26 of the Fortune 100 global customers worldwide, Data Dynamics enables organizations to analyze, move, manage, and modernize their data anywhere. Data Dynamics accelerates the adoption of hybrid, public and multi-cloud strategies, builds higher quality SLAs, and improves business process modernizations. For more information, visit [www.datadynamicsinc.com](http://www.datadynamicsinc.com).