

# Data sharing & rationalization in marketplace, and risk mitigation for 100s of billions of data files using AI, ML, and Blockchain

for a fortune 500 multinational healthcare company



## Business Need

- **Launch into data marketplace** by mining and sharing from 100s of billions of data files
- Need for **data integration** enabling accessibility, interoperability, and reusability
- **Increase data protection** with robust security & compliance protocols
- **Optimize data paths**
- Utilize different storage tiers to **optimize data storage**
- Increase patient access to diagnostics



## Challenges Faced

- **Increasing IT services** requirements by 2X every 2 years
- **Storage capacity scaling** every 3 years with 15PB / year growth
- Secured and compliant unstructured **data sharing**
- **Data lifecycle management** of data with 25 years of retention
- Shared data library cloud
- **Selling and Buying Data**



## Solution Offered

- **Data Lifecycle Management** using unified unstructured data management platform
- **In Place Data Discovery:**
  - **Visibility into storage resources** and data that is shared/exported
  - **Metadata analysis** for storage efficiency & optimization
  - **PHI data & sensitive data** exposure identification with File Content Analytics
  - **Privacy risk management** by taking control of data
  - Data Classification and Cataloging using AI and ML
- **Secured data sharing** using Blockchain technology
- **Data Pipelining** and Orchestration Enabled APIs
- **Policy Driven Data Placement**



## Business Impact

Enabled the advent of the company into the data marketplace

1.



**Gained visibility:** Reduction of data storage waste

2.



**Actionable intelligence** for 100s of billions of data files

3.



**Enhanced decision-making & control**

4.



**Exposed inefficiency & risk:** An average of 50% data reduction from primary storage and 80% access risk mitigation

5.



**Secured access to patient diagnostics** with automatic access control, policy-driven file re-permissioning, and file security management

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).

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