59% in run rate reduction & 10X increase in productivity by implementing intelligent data lifecycle management

for one of the largest Fortune 50 oil and gas companies



Business Need

- Implementing **Storage Lifecycle Management**
- **Mitigating risk resulting** from **Data Sprawl & obsolete technology**
- **Streamline** data management and operations for **cost optimization**
- **Classification of data** for identification of critical and dark data

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**
- **Risk associated with obsolete technology**
  - Decreased productivity,, increased support cost, parts availability

Solution Offered

- **Leverage Data Dynamics' Intelligent Data Management platform for:**
  - **Mobility –**
    - Use of automated policy-driven capabilities of StorageX to migrate data across different storage vendors and tiers
    - Scan 10s of billions of files
  - **Analysis –**
    - Use AI/ML to classify data
    - Intelligent identification of sensitive data
    - Metadata analysis for storage optimization
- **APIs for Business Process Integration**

Business Impact

1. **Enhance data understanding**
   - Data enrichment through file metadata discovery and classification (tagging)
   - Remediation of dark and sensitive data
2. **Cost saving through data classification and storage optimization**
   - Every 1% of data archival from file to S3 resulted in a reduced cost of $3 million / year
   - Data rationalization -optimizing infrastructure use to reduce cost
3. **59% cost savings through improved TCO/efficiency for high-risk file storage environments**
4. **10X increase in productivity**
5. **Eliminate Risk from end of life / out of support environment**

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.

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