

# Unified Data Management: The Secret to Transforming Enterprises into Successful Data Custodians



## What's new and trending in the world of DIGITAL?

- Shrinking budgets with Capital vs. Expense - There is a growing need to move to the cloud
- Staying Competitive in the Age of Technology - A new generation of technology is quickly replacing older technology.
- Rapidly changing customer behavior - Millennials and Generation Z are demanding unified and digital customer experiences
- Regulation and fines - Ever-changing regulatory landscape and increased stringency
- Increasing data breaches and cybercrime - businesses are forced to implement robust cybersecurity practices.
- Covid (or what's next) - Virtual workspace is the new normal and is accelerating digitization.
- Climate Responsibility - The looming need to reduce carbon footprint

The present world is rapidly changing!

In today's highly connected world, where physical and digital worlds merge, and every interaction generates data, companies must embrace digitization and implement effective data management to remain competitive. A business can modernize itself in a variety of ways, both long-term and short-term, but one approach can provide immediate results - modernizing their existing data infrastructure with intelligent data management, analyzing the data, gaining actionable insights, and migrating to the cloud to optimize the business.

However, this is easier said than done. Every business has a great deal of complexity in managing data volumes, making digital transformation a challenge as it involves people, processes, and technology. According to Forbes, 85%\* of respondents said they wanted to improve their use of data insights to make business decisions, but 91%\* said it was difficult.

What and where is the data? Who has access? Is it secured and compliant?

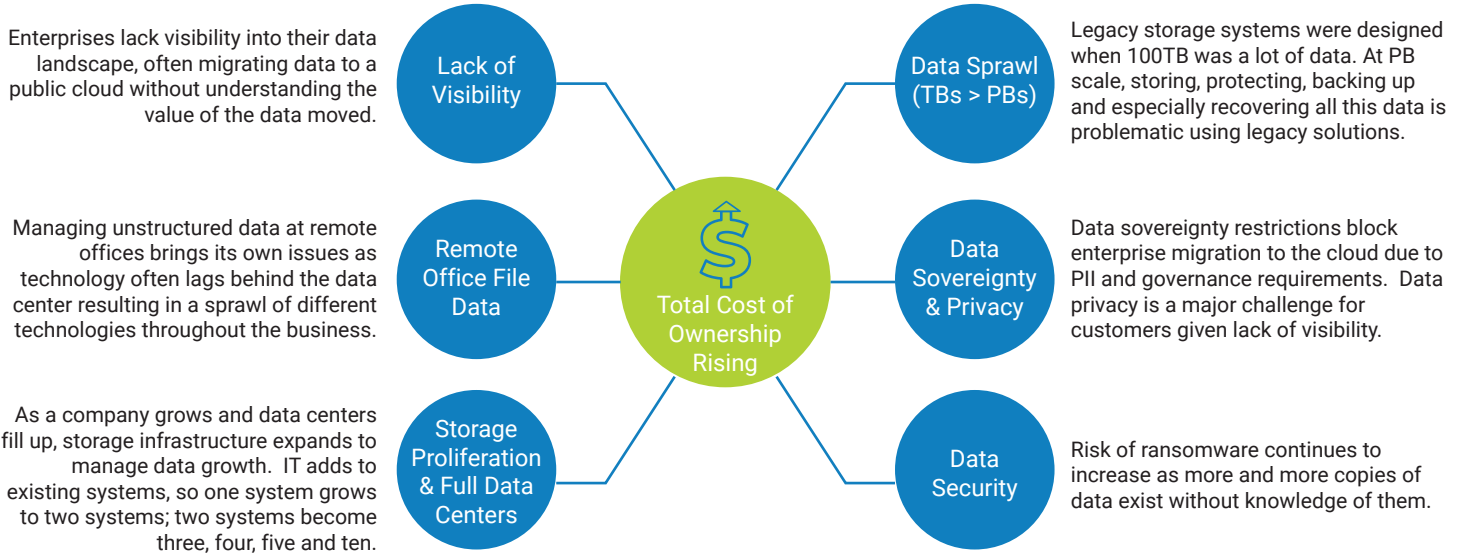
The answer lies in orchestrating a comprehensive data strategy that facilitates the discovery, analysis, and application of its data.

Source: [Forbes](#)







## ► Why Focus on Data?

- 80% of data generated is unstructured, and most companies only analyze 12% of it.  
Source: [Forbes](#) and [SAP](#)
- 73.4% of companies report difficulties adopting Big Data Analytics and AI initiatives.  
Source: [Forbes](#)
- Only 26% of companies have achieved a data-driven culture, whereas the remaining 74% still need help with the same.  
Source: [Harvard Business Review](#)
- 95% of businesses cite the need to manage unstructured data as a problem for their business  
Source: [Forbes](#)
- Every second, 68 records are lost or stolen. It takes 206 days on average for a data breach to be discovered within a business.  
Source: [Dataprot](#)

- The average number of security breaches businesses report each year is 130.  
Source: [PurpleSec](#)
- According to 62% of Americans, it is impossible to live a normal life without businesses collecting information about you.  
Source: [Pew Research Center](#)
- For 88% of users, a company's level of trust affects their willingness to share personal information.  
Source: [PwC](#)



## ► Data Is a Liability; Unified Data Management Makes It an Asset!

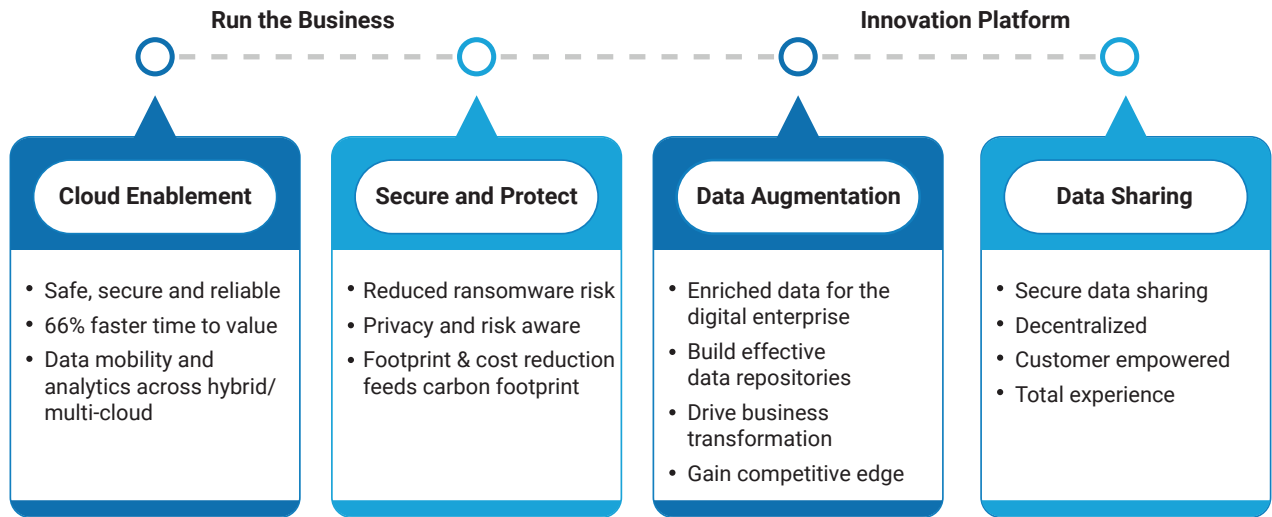
 <p>With data analytics, it is possible to implement ML algorithms for automating various operations, resulting in <b>85%</b> reduction in manual intervention, lowering costs and saving time</p>	 <p>The analysis of unstructured data through improved automation drives operational efficiency, next-level risk management, and <b>10X</b> higher productivity.</p>	 <p>Reduction in data sprawls and consolidation of multiple data lakes using data analytics can help reduce TCO by upto <b>60%</b> and reduce the risk of data exposure through efficient identification of sensitive/PHI data</p>
 <p>Implementing intelligent data lifecycle management for dark data and can lead to an average of <b>50%</b> data reduction from primary storage and <b>80%</b> risk mitigation related to rogue accesses</p>	 <p><b>99.64%</b> error rate reduction, <b>280X</b> reduced cost of error recovery, and <b>96%</b> reduction in customer outage time</p>	 <p>By migrating the right data to the cloud in an optimized and governed manner, companies can accelerate their cloud adoption by <b>200%</b> and develop new technology innovations to meet customers and market demands</p>

With Data Dynamics' unified data management platform, organizations are able to fully capitalize on the capabilities of unstructured and high-volume data, realize competitive advantages, prevent data breaches and drive new market opportunities. Data Dynamics helps in efficient data management, which includes data migration to the Cloud, analysis, and security, as well as ensuring that data is managed in compliance with regulatory requirements.

Our platform is used by some of the biggest names in the industry:

 <p><b>6 Fortune 100 banks and financial institutions</b></p>	 <p><b>4 Fortune 500 energy enterprises</b></p>	 <p><b>6 Fortune 500 manufacturing enterprises</b></p>	 <p><b>15 Top healthcare and Lifescience enterprises</b></p>
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## ► Data Empowerment with a Dynamic Platform



## ► Business Value Delivered

Providing enterprises with a holistic Data Management Platform to extract the greatest value from data stored in a governed, secured, and optimized manner.



**10X higher productivity:** The analysis of unstructured data through improved automation drives operational efficiency, next-level risk management, and higher productivity.



**60% lower total cost of ownership:** Consolidating multiple data lakes using data analytics reduces TCO and minimizes the risk of data exposure through efficient identification of sensitive data.



**50% data reduction from primary storage and 80% risk mitigation:** Implementing intelligent data lifecycle management for dark data results in significant data optimization and improved governance against cyber threats and rogue access



**99.64% error rate reduction and 280X reduced cost of error recovery:** Data-driven, policy-based migrations that reduce errors and enable intelligent, fast, and secure petabyte-scale unstructured data migrations across heterogeneous environments



**200% faster cloud migrations:** By migrating the right data to the cloud in an optimized and governed manner, companies can accelerate cloud adoption and develop new technology innovations to meet customer and market demands



**In-year ROI on software investment:** Storage optimization and risk mitigation create sub-12-month ROI



**Empower Data Democratization:** Enable enterprises to achieve data democratization by allowing data creators to partake in the value of the data they create

## ► Our Platform Encompasses Four Modules:

	Module	Mobility	Analytics	Security	Compliance
Benefits	Finance	Policy-driven intelligent data mobility to support consolidation and divestitures	Identify personal and business sensitive data to ensure PII protection	Ensuring customer information in banking documents have appropriate access permissions	Immutable audit reporting for SEC, EBA, and other regulatory financial authorities
	Energy	Place data as required across regional sites, mega data centers, and cloud providers	Identify IOT devices with IP addresses in files for upstream business	Quarantine upstream or downstream data from the risk of ransomware	Records for safety and OSHA reporting in a secure and immutable manner
	Pharma/ Healthcare	Secure and efficient exchange of clinical and insurance data between practitioners, patients, and healthcare centers.	Classification of patient data for retention, deletion, and future queries	Safeguarding confidential patient data and ensuring chain of custody	Establishes a method for demonstrating that patient data meets HIPAA requirements
	High tech	Effective data life-cycle management across teams to optimize infrastructure use.	Extract business data to accelerate time to market and gain a competitive edge.	Isolates data to prevent rogue usage of personal or business-sensitive information	Assures state-wide data privacy laws are met and satisfy CCPA regulations
	Life Sciences	Data sharing within and across research teams in a secure manner.	Captures information to keep a track on the performance of drugs or clinical trial phases	Policy driven or user led re-permissions ensures proper data management	Chartering data democratization and GDPR governance

Data Dynamics' Data Management Platform Vs. Conventional Data Management platform: A comparative study [Click to view](#)

## ► Intelligent Data-driven Cloud-Adoption with Data Dynamics

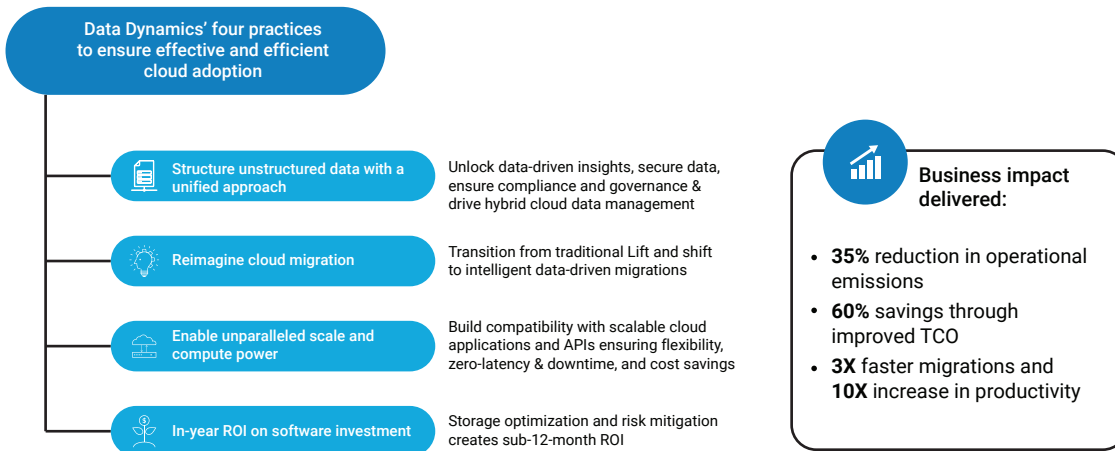
Dealing with unstructured data is like a black hole of unknown possibilities and risks. Companies are not aware of what is inside and what they need to prepare for. Moreover, they are not even aware of the sensitive information in this clutter and have no way to protect it when moving it to the cloud. Customer feedback consistently shows that migrating file data between different storage platforms is time-consuming, labour-intensive, and difficult. They resort to the traditional "lift-and-shift" approach without analysing the data, and tend to incur more cost, time, and risk. The key is a data-driven cloud strategy to benefit from IT cost savings, productivity gains, business agility, and operational stability.

Data Dynamics partners with leading cloud service providers to build a solid cloud foundation, enable efficient and effective cloud adoption, reduce risk, ensure compliance, and enable unprecedented scale and compute performance. Our goal is to enable enterprise customers to become data stewards of the future by structuring unstructured data and maximizing value through data-driven cloud migrations.



## ▶ Reducing Enterprise Carbon Emissions with Intelligent Cloud Adoption with Data Dynamics

A new era of co-innovation is dawning, with cloud providers and companies working together to reduce their environmental footprint. By consolidating on-premise data centers and data lakes in the cloud into a single data ocean, carbon emissions can be reduced, power and cooling capacity restored, resiliency restored, operating costs reduced, and total cost of ownership reduced. By providing data-driven, policy-based, and automated migration capabilities, Data Dynamics helps organizations achieve their net-zero goal.



## ▶ Customer Success Stories

78.7% Lower TCO with Smart Data Storage Lifecycle Management for a Fortune 400 Investment Banking Services Company

[Read the Case Study](#)

250 terabytes of data moved to Azure File Share in 16 days for FREE for a Fortune 500 Multinational Mining Company

[Read the Case Study](#)

Reduced Enterprise Carbon Emissions with Intelligent Cloud Adoption for Fortune 20 Energy Companies

[Read the Case Study](#)

96% Reduction in Customer Outage Time and 100% ROI in Data Center & Storage Migration for One of the World's Largest Fortune 500 Healthcare Data Science Technology Companies

[Read the Case Study](#)

## ▶ Awards



Data4Good for Category- Affordable and Clean Energy - Winner - 2022



Cloud Project of the Year – Winner DCS 2022



Data Centre ICT Storage Innovation of the Year – Winner DCS 2022



Migration as a Service – Gold Stevie Winner 2022



Big Data Solution – Silver Stevie Winner 2022



Milestone of the Year | Customer Growth – Gold Globe Winner – Globe 2022



Disruptor Company Award for Information Technology Software – Globe 2022



Most Innovative Tech Company of the Year – Globe 2022

## ► The Data Dynamics Difference



Unified unstructured data management platform



Versatile solutions for organization-wide application



Industry-leading training and 24\*7 customer support



Enterprise-class scalability and flexibility



In-year ROI on software investment

## ► Trusted by Global Companies

**300+**  
Customers

**28** of the  
Fortune **100**

Over **400PB**  
of Data Analyzed  
& Migrated

Net Customer  
Retention Rate  
of **160%**

**4.9 out of 5**  
Customer Support  
Rating

**350+ PB**  
Storage  
Optimized

**170+ Years**  
Project Time  
Saved

**\$250+ MM**  
Total Cost of  
Storage Saved

## Contact us

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